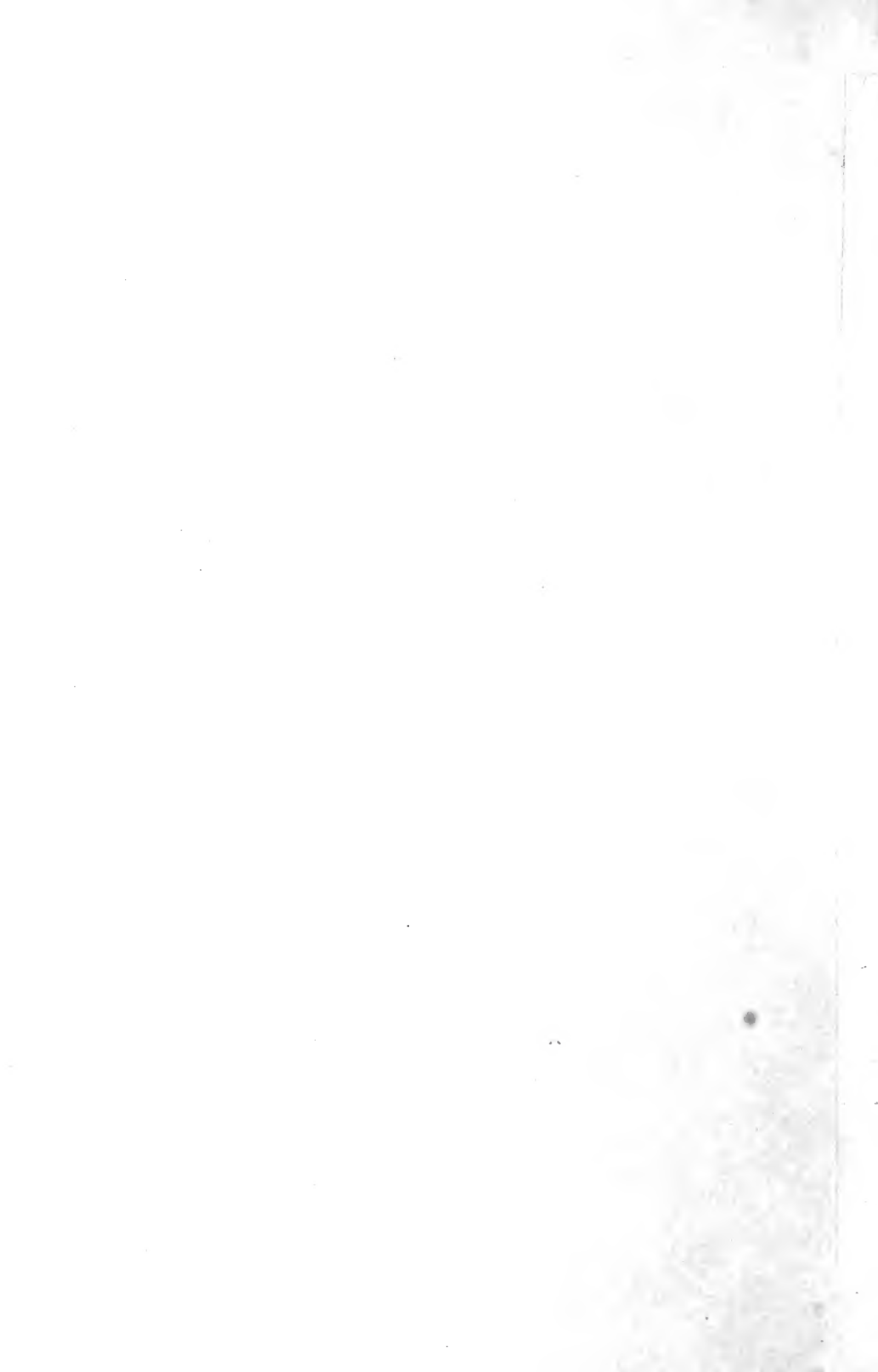


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# The Rowan Wholesale Nurseries, Inc.

DANSVILLE, N. Y.

SUCCESSORS TO REILLY BROTHERS

Department of Agriculture

LIBRARY

SEP 1 1920

Catalogue

INDEXED



# INTRODUCTORY

"WHERE will I buy my trees?" You ask the question. Let me answer it for you.

Experience proves that, in the long run, honesty is the best policy in the nursery business. Some gain a temporary advantage by acting otherwise, but they do not thrive in the business permanently. I have been a wholesale Nurseryman in Dansville since 1890. I was reared in the business from the time I was old enough to walk. My business has grown steadily with the passing years.



My Peach crop alone, this season, is in the neighborhood of 300,000 Peach trees. I have an even larger number of Apple trees. I have supplied the firm of REILLY BROTHERS with many thousands of trees, during the past few years. Last Summer I bought the good will of the business and mailing list and list of the customers complete of the REILLY BROTHERS, and, in association with other nurserymen, bought their large packing plant and grounds.

I have incorporated the business, associated with me the best men I can find in Dansville, both growers of trees and mail order salesmen, and we will conduct the business under the name of THE ROWAN WHOLESALE NURSERIES, INC., with a capital stock of \$30,000.00. As President of the company, I guarantee every customer that I will devote my entire energies to your interests. We have the best soil in America for producing high quality

trees. We have had the experience of generations to guide us. We have the facilities for handling trees second to none, and our wholesale prices will be the cost of growing and marketing, plus one small profit, thus doing away with all middlemen.

To all satisfied customers of REILLY BROTHERS' NURSERIES, I will say that, in taking over the good will of their business, we hope to retain your continued patronage. We have the advantage of a larger business, of trees of our own growing, running over the million mark, of financial strength and stability, so that when you buy of us you are protected by our broad guarantee and you know that you will get what you pay for, and get them delivered to you when you are ready to plant.

To new buyers and customers: I invite your careful examination of our catalogue, showing what we have to sell, and our low prices. Dansville, the home of our nurseries, is known the world over, as the largest Nursery center in America. No San Jose scale has ever been found here. Orchardists everywhere send here for their trees. They know Dansville grown trees are hardy, disease free, and will produce the best in garden or orchard.

I have answered your question. You buy your trees of THE ROWAN WHOLESALE NURSERIES, INC., and I pledge you a square deal. Give us the opportunity to show you how well we can serve you.

THE ROWAN WHOLESALE NURSERIES, INC.

By James A. Rowan, President.





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



INDEXED

## Terms of Sale and How to Place Your Order

### OUR GUARANTEE

First. We guarantee our trees to reach you in a live, thrifty condition, and to be free from all plant diseases.

Second. Should any tree not prove true to name as represented by us, we will make good the buyer's loss by reason thereof at any time within ten years from the date of purchase. In event we cannot agree, we shall each appoint one arbiter, who shall choose the third, and the award of the majority shall be binding upon both parties.

### RATES

Fifty trees or plants at hundred rates, provided there is not less than ten of any one variety.

### TERMS

Our terms are cash with the order. You may send us the money by registered letter, Post Office Money Order, New York Draft, or your personal check.

### ORDER EARLY—6% Discount

We pay 6% Discount on all Cash Orders sent us before March 20th. ORDER EARLY so we may reserve the trees to be shipped when you want them.

### SHIPPING SEASON

We begin shipping about October 15th, in the fall, and continue until it freezes up. Spring shipping begins about March 25th and continues until May 25th.

### METHODS OF PACKING

We use strong, well made boxes for large shipments and paper line every box. We put an abundance of damp excelsior around the roots of the trees and cover the tops with rye straw. Our smaller orders are done up neatly in bales, with roots and top well secured. These smaller orders are shipped by express unless freight shipment is desired.

### REFERENCES

R. G. Dun Commercial Agency.  
Citizens' Bank, Dansville, N. Y.  
Bradstreet's Commercial Agency.

Merchants & Farmers National Bank, Dansville, N. Y.  
Any business or professional man, Dansville, N. Y.

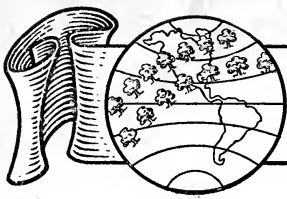
### DISTANCES FOR PLANTING

Standard Apples .....	30 to 50 feet apart each way
Standard Pears and strong growing Cherries.....	20 " " " "
Duke and Morello Cherries .....	18 " " " "
Standard Plums, Apricots, Peaches, Nectarines.....	16 to 18 " " " "
Dwarf Pears and Quinces .....	10 to 12 " " " "
Grapes .....	rows 8 to 10 feet apart 6 to 10 feet apart in rows.
Currants and Gooseberries .....	4 feet apart.
Raspberries and Blackberries .....	4 by 5 feet.
Strawberries, for field culture .....	1 by 3½ feet.
Strawberries, for hill culture .....	2 feet apart each way.

### NUMBER OF TREES ON AN ACRE

50 ft. apart each way....	18	20 ft. apart each way....	110	8 ft. apart each way....	680
40 " " " " ....	27	18 " " " " ....	135	6 " " " " ....	1,210
35 " " " " ....	36	15 " " " " ....	205	5 " " " " ....	1,745
30 " " " " ....	50	12 " " " " ....	300	4 " " " " ....	2,725
25 " " " " ....	70	10 " " " " ....	435	3 " " " " ....	4,840

**RULE**—Multiply the distance in feet between rows by the distance the plants are apart in the rows and the product will be the number of square feet for each plant or hill. The number of feet in an acre (43,560) divided by this gives the number of plants or trees to the acre.



# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.

### Transportation Charges Less Than One Cent From Danville To Your Station

**FREIGHT AND EXPRESS RATES.** From our Nursery to various cities and towns in the U. S. If you do not happen to live in one of the places mentioned, you can readily figure out what the rate to your place would be in comparison with a place of about equal distance that is on the list. We suggest that all orders amounting to \$10.00 or less be shipped by express. With the 20% reduction on express rates now in effect orders of this amount will go fully as cheap by express as though shipped by freight and the saving in time will be considerable.

Exp. Rate 100 lbs.		Min. Freight Chgs.	Rate 100 lbs. in boxes	Exp. Rate 100 lbs.		Min. Freight Chgs.	Rate 100 lbs. in boxes
\$ .94	Albany, N.Y.	\$ .32	\$ .22	\$1.58	Louisville, Ky	\$ .55	\$ .40
.57	Albion, N.Y.	.50	.25	2.63	Little Rock, Ark	1.65	1.12
2.37	Atlanta, Ga	1.17	.92	.87	Meadville, Pa	.38	.27
2.33	Ashland, Wis	1.15	.80	1.58	Milwaukee, Wis	.55	.40
.45	Batavia, N.Y.	.25	.12	2.44	Montgomery, Ala	1.20	.93
.68	Binghamton, N.Y.	.32	.22	1.20	May's Landing, N. J.	.43	.33
1.13	Boston, Mass	.42	.31	2.97	New Orleans, La	1.10	.75
.94	Baltimore, Md	.37	.26	.98	New York, N.Y.	.37	.26
3.45	Bismark, N. D.	1.97	1.36	1.95	Nashville, Tenn	.83	.57
1.13	Burlington, Vt	.78	.46	1.13	New Haven, Conn	.42	.31
.45	Brockport, N.Y.	.50	.25	.57	Olean, N.Y.	.35	.25
.57	Cortland, N.Y.	.60	.33	.58	Oswego, N.Y.	.65	.35
1.43	Chicago, Ill	.55	.40	.87	Ogdensburg, N.Y.	.85	.50
.94	Cleveland, O	.38	.27	1.28	Portland, Me	.47	.34
1.43	Cincinnati, O	.48	.34	.98	Poughkeepsie, N.Y.	.60	.35
1.77	Cheboygan, Mich	.66	.49	1.05	Philadelphia, Pa	.37	.26
1.20	Concord, N. H.	.43	.31	.94	Pittsburgh, Pa	.38	.27
2.33	Columbia, S. C.	1.10	.79	1.20	Providence, R. I.	.42	.31
1.50	Charleston, W.Va.	.48	.35	1.28	Portland, Me	.47	.34
.75	Dunkirk, N.Y.	.32	.24	7.20	Portland, Ore	2.65	2.65
1.13	Detroit, Mich	.43	.31	1.80	Raleigh, N. C.	.98	.70
2.07	Des Moines, Ia	1.00	.68	.94	Reading, Pa	.37	.26
3.98	Denver, Colo	2.27	1.48	1.32	Richmond, Va	.57	.40
.98	Dover, N. J.	.37	.26	.87	Scranton, Pa	.37	.26
.94	Easton, Pa	.37	.26	2.33	St. Paul, Minn	.97	.69
1.20	Fort Wayne, Ind	.50	.36	7.47	San Francisco, Cal	2.65	2.65
1.28	Georgetown, Del	.57	.40	1.73	St. Louis, Mo	.65	.47
1.28	Glenmore, O	.50	.36	1.05	Springfield, Mass	.42	.31
1.35	Grand, Rapids, Mich	.53	.39	1.62	Springfield, Ill	.65	.47
.87	Harrisburg, Pa	.37	.26	.68	Syracuse, N.Y.	.50	.27
1.13	Hartford, Conn	.42	.31	.98	Trenton, N.J.	.37	.26
.38	Hornell, N.Y.	.25	.14	1.13	Toledo, O	.43	.31
1.43	Indianapolis, Ind	.51	.37	.68	Utica, N.Y.	.60	.37
2.59	Jackson, Miss	1.24	.93	.68	Williamsport, Pa	.36	.26
2.67	Jacksonville, Fla	1.08	.71	1.05	Washington, D. C.	.47	.33
2.25	Kansas City, Mo	1.20	.79	1.13	Worcester, Mass	.42	.31
				.57	Wolcott, N.Y.	.75	.40

#### ESTIMATED WEIGHT OF TREES AND PLANTS BOXED

Trees, 6 to 7 ft., 200 to 250 lbs. per 100 trees.

Trees, 5 to 6 ft., 150 to 200 lbs. per 100 trees.

Trees, 4 to 5 ft., 100 to 150 lbs. per 100 trees.

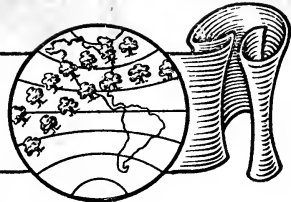
Shrubs, Roses, etc., No. 1 size, 75 to 100 lbs. per 100 plants.

Grapes, Berries, etc., No. 1 size, 25 to 50 lbs. per 100 plants.

It is impossible to give a more definite estimate, as some varieties weigh more than others, on account of the difference in density of the wood growth. For instance, a Peach tree would weigh less than a Pear tree of the same size. The above, however, will enable you to make a close estimate as to the express and freight rates on a given amount of stock. The railroads bill all small freight shipments as weighing 100 lbs. each, even though the actual weight be less. This is one reason why, on small orders, express is the cheapest.



# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## Directions for Transplanting, Pruning, Etc.

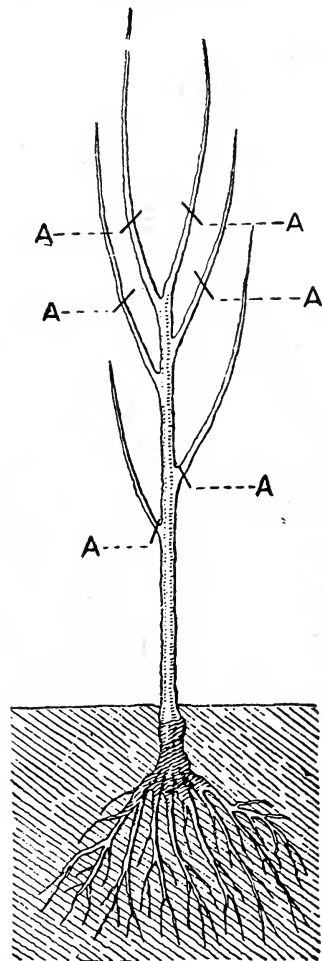
**Preparation of the Soil**—To insure a good growth for your trees, the soil should be in as good condition as is required for a crop of wheat, oats, corn or potatoes. If your land is not in good condition, you can make it so by thoroughly underdraining, deep plowing and sub-soiling. You may enrich it in the usual manner, by turning under clover, applying barn-yard manure, commercial fertilizer, etc.

**Preparing the Trees**—Prune off broken or bruised ends of roots, if any; a smooth cut root callouses sooner than one broken off. Cut back the top about half of the previous season's growth, taking care at all times to prune in such a manner as will tend to develop a well formed head, sufficiently open to admit light and air freely. When planting peaches it is of the greatest importance that they be pruned severely. The main stem should be reduced at least one-third and the side limbs pruned back, leaving not more than two buds. The pruning of trees and bushes planted in the fall should not be done until just before the sap starts in the spring and about the time the frost is leaving the ground.

**Planting**—The hole must be large enough to admit the roots without cramping or bending, and deep enough to set the tree to its natural depth and no more. Fine surface soil should be used for covering the roots, and this should be carefully worked among them, filling every space. If the ground is dry, it is well to pour in some water after the hole is partly filled. Get the tree as firm as a post. Omission to pack the earth solidly is the most frequent cause of failure in planting nursery stock. Never use manure in contact with the roots. Place it on top of the ground and it will gradually work in.

**Mulching**—This is done by placing a layer of coarse manure or litter from 3 to 6 inches deep over a space two feet wider than the extent of the roots. This prevents drying out and keeps the earth about the roots moist and of an even temperature.

**After Care**—Grass or weeds should not be allowed to grow about young trees or plants. The ground should be cultivated for a space of at least, one foot beyond the roots. If the soil is poor, it can be enriched by an occasional surface application of manure. Pruning should be done regularly every spring before the buds swell.



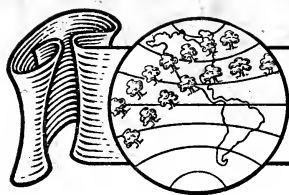
No. 988

STATE OF NEW YORK  
DEPARTMENT OF AGRICULTURE  
Certificate of Inspection of  
NURSERY STOCK

THIS IS TO CERTIFY that the nursery stock of The Rowan Wholesale Nurseries, of Dansville, County of Livingston, State of New York, was duly examined in compliance with the provisions of Section 305 of the Agricultural Law, and was found to be apparently free from any contagious or infectious disease or diseases, or the San Jose scale or other dangerously injurious insects pest or pests. This certificate expires September 1, 1917. Dated, Albany, N. Y., September 25, 1916.

(Signed) CHARLES S. WILSON,  
Commissioner of Agriculture.





# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



### Bearing Size Fruit Trees

**E**VERY season there is a demand for extra size fruit trees, principally from our city customers. To supply this demand, we have a grade of extra size, three and four year old trees, some of which have borne fruit in the nursery rows. These trees would be apt to give quick results when transplanted and are purchased extensively by those who do not care to wait for their trees to grow.

For those wishing to plant a few trees around the house or in the garden, this is just the size to plant, as they cost but very little more and the quickness with which they come into bearing will more than make up for the extra cost of the trees. We have sold planters this size in large quantities for orchard planting and the trees have, without exception, given general satisfaction.

On account of the extra expense in growing, handling, digging and packing, we are obliged to increase the prices for these extra size trees.

**IT IS IMPORTANT THAT YOU MAKE SECOND AND THIRD CHOICE WHEN ORDERING BEARING SIZE TREES IN CASE FIRST CHOICE IS SOLD OUT.**

In making out your order sheet, mark plainly "Bearing Size"

#### STANDARD APPLE TREES

40c. Each, \$4.00 per Doz., \$30.00 per 100

Duchess of Oldenburg, Gravenstein, Maiden Blush, Wealthy, Baldwin, Ben Davis, Improved Ben Davis, Gano, Hubbardston, King, McIntosh Red, Northern Spy, Pewaukee, Stark, Stayman's Winesap, Tolman Sweet, R. I. Greening, Wagener, Wolk River, Winter Banana, York Imperial, Transcendent Crab.

#### STANDARD PEAR TREES

50c. Each, \$5.00 per Doz., \$35.00 per 100

Bartlett, Clapp's Favorite, Anjou, Duchess, Flemish Beauty, Rossney, Seckel, Kieffer.

#### PLUM TREES

40c. Each, \$3.50 per Doz., \$25.00 per 100

Bradshaw, Coe's Golden, Diamond, Fellemburg, Grand Duke, Geuii, German Prune,

Niagara, Lombard, Moore's Arctic, Shropshire Damson, Shipper's Pride, York State Prune, Abundance, Burbank.

#### CHERRY TREES

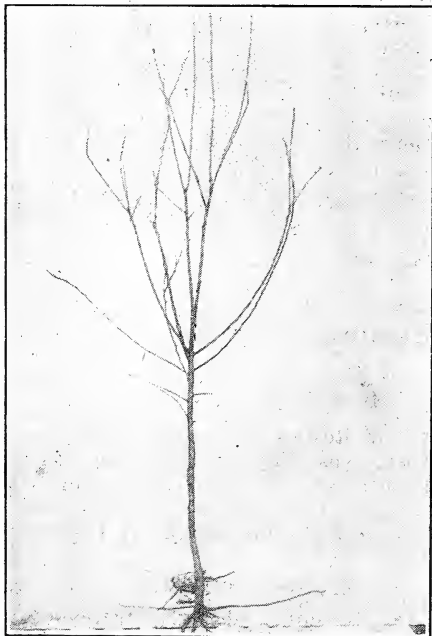
50c. Each, \$4.00 per Doz., \$35.00 per 100

Bing, Black Tartarian, Governor Wood, Napoleon, Lambert, Yellow Spanish, Baldwin, Dyehouse, Early Richmond, Large Montmorency, English Morello, Olivet, Ostheime, Wragg.

#### PEACH TREES

40c. Each, \$3.50 per Doz., \$27.00 per 100

Alexander, Belle of Georgia, Crawford's Late, Carman, Chair's Choice, Fitzgerald, Iron Mountain, Niagara, Elberta, Crawford's Early, Champion.



Dormant Tree



Growing Tree One Year From Planting





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## Special Bargain on Light Grade Trees

Many orchard planters, who have the land available and are in no great hurry for results, prefer to plant the small size trees, thus reducing the cost of the investment. Some buyers, however, have an idea that these small trees are culls, of poor quality, and not fit to plant. This is a mistake. These light grade trees are clean, healthy, have good tops and are well rooted; in fact, first-class in every way except size.

If carefully planted and given proper attention afterward, they will make a rapid and satisfactory growth the first year.

All trees do not make uniform growth in the nursery rows, and these small trees are just under our X (4 to 5 ft) Size. Nothing cheap about them except the price.

6% Discount Allowed from any of the Prices on this Page if Ordered before March 20th.

			Each	Ten	Hundred
Apple	2 yr.	2½ to 3½ Feet	\$ .10	\$1.00	\$ 7.00
Peach	1 yr.	3 to 4 Feet	.10	1.00	5.50
Sour Cherry	2 yr.	3 to 4 Feet	.10	1.00	9.50
Sweet Cherry	2 yr.	3 to 4 Feet	.10	1.00	10.00
Std. Pear	2 yr.	3 to 4 Feet	.10	1.00	8.50
Plum	2 yr.	3 to 4 Feet	.10	1.00	9.00
Dwarf Pear	2 yr.	2 to 3 Feet	.10	1.00	9.50
Quince	2 yr.	2 to 3 Feet	.10	1.00	10.00

### 10 APPLE TREES

Fine 2 Year 3-4 Feet. Special Price 90 Cents

2 Baldwins	1 McIntosh
2 Wealthy	1 King
2 Northern Spy	2 Duchess

This collection is our largest XXX grade, catalogue price \$2.90.

Our Special Price \$1.80

### 100 BERRIES

Regular Price \$2.50. Our Special Price \$1.87

10 Cumberland, B.	10 St. Regis, Ever-
25 Cuthbert, Red	bearing, Red.
10 Ruby, Red.	10 Eldorado, Black-
25 Gregg, Black	berry
10 Mercereau	Blackberry

### 10 PEAR TREES

Fine 2 Year 3-4 Feet. Special Price 90 Cents

2 Bartlett	2 Clapps
2 B. D. Anjou	2 Flemish Beauty
1 Duchess	1 Seckel

This Collection in our largest XXX grade, catalogue price \$2.90.

Our Special Price \$2.00

### 100 CURRANTS

Fine One Year. Regular Price \$5.00. Our Special Price \$3.23

25 Cherry	25 Fay's Prolific
25 Wilder	5 Perfection
20 Red Cross	

### 10 CHERRY TREES

Fine 2 Year 3-4 Feet. Special Price 90 Cents

2 Early Richmond	2 Lg. Montmorency
2 Dyehouse	2 English Morello
1 Napoleon Bigar.	1 Black Tartarian

This Collection in our largest XXX grade, catalogue price \$2.90.

Our Special Price \$2.25

### Fine Home Garden Collection

Of Fruit Trees and Berries

Regular Catalogue Price \$7.75. Our Special Price \$3.98

1 L. Montmorency	2 Duchess Apple
1 Baldwin	2 Bartlett Pear
2 Elberta Peach	1 Burbank Plum
25 Cumberland	25 Cuthbert Rasy.
Raspberry	15 Fay's Prolific
10 Cherry Currant	5 Downing Goose-
5 Eldorado	berry

### 10 PLUM TREES

Fine 2 Year 3-4 Feet. Special Price 90 Cents

2 Burbank	2 Abundance
2 Red June	2 Lombard
1 Geuii	1 Shrop. Damson

This Collection in our largest XXX grade, catalogue price \$2.90.

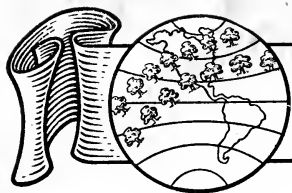
Our Special Price \$2.25

### Plant This Fine Lawn Collection

PLANT THIS FINE LAWN COLLECTION

Regular Catalogue Price \$6.50. Our Special Price \$4.80

2 Spiraea	4 Peonies
12 Roses (assorted, all colors)	4 Barberry, Thun-
2 Clematis	bergii
	1 Hydrangea



# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



## Standard Apple Trees

The Apple is the universal fruit, and unquestionably the leader of all fruits grown in the United States. The trees thrive and produce satisfactory crops in practically every state in the Union—North, South, East and West—providing proper varieties are selected; in fact, the United States may well be called the "Apple Barrel of the World."

**THE TREES**—The first essential point in successful fruit growing is the selection of the varieties adapted to your location. We shall be pleased to assist you in selecting such varieties of apples as are best for your plantings; just tell us what the soil is, where the orchard is to be located, the height above the sea-level, and we know that we can give you valuable advice.

**VARIETIES**—Many growers make the mistake of planting too many varieties. Among the best commercial varieties we might mention Delicious, Gano, Ben Davis, Black Ben Davis, Baldwin, Northern Spy, York Imperial, Stark, King, Grimes Golden, McIntosh and Stayman's Winesap.

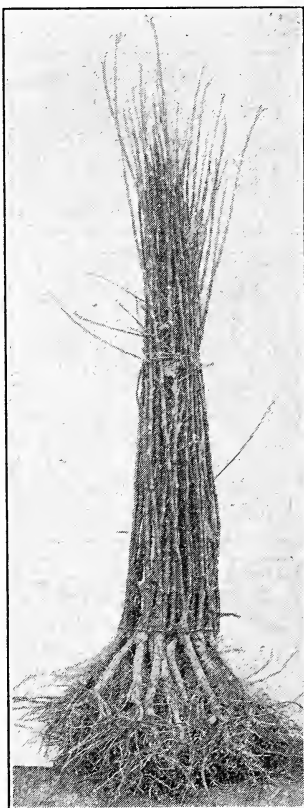
The success of your apple orchard depends on your getting good, clean, healthy young trees, free from disease, and varieties that are true to name. Our apples are all budded on whole roots of imported French seedlings. The American seedlings can be purchased for less than one-half of what we pay for the French crab seedlings. Do not buy cheap apple trees budded on American roots. Buy our superior trees, budded on whole French roots.

### WHOLESALE PRICES FOR ALL VARIETIES OF APPLE TREES

6% Discount on all Cash Orders before March 20th.

		Height	Caliper		Each	Ten	Hundred
Largest Size	2 year	6 to 7 feet	$\frac{3}{4}$ and up	XXX	\$ .29	\$2.50	\$14.90
Medium Size	2 year	5 to 6 feet	$\frac{5}{8}$ to $\frac{3}{4}$	XX	.24	2.00	12.00
Smaller Size	2 year	4 to 5 feet	$\frac{1}{2}$ to $\frac{5}{8}$	X	.20	1.50	9.00
Largest Size	1 year	3 feet and up			.24	2.00	12.00

Our  
Genesee  
Valley Soils  
Produce  
Apple Tree  
of  
Firm  
Texture  
and  
Vigorous  
Root  
System



### SUMMER VARIETIES

**EARLY HARVEST**—Fruit medium to large, pale yellow, tender, sub-acid; good quality. A desirable variety for the home orchard. One of the earliest summer apples.

**LIVELAND RASPBERRY**—An early red Apple of excellent quality. Smooth, clear, waxen white, deeply marked with light crimson stripes and shaded on the sunny cheek. Flesh is pure white, fine grained, tender, juicy, mild, almost sweet and stained with red.

**MAIDEN BLUSH**—Large, flat, pale yellow with red cheek. Tender and pleasant but not highly flavored. Tree an erect grower and good bearer. It is valued especially for market and culinary use.

**RED ASTRACHAN**—A very beautiful early summer apple. Medium size, yellow, largely covered with light and dark red, presenting a bright appearance. Is grown particularly for home use, and is always in demand in the market. Tree of medium size, and good cropper; hardy, bears young (usually the fourth year) and abundantly.

**YELLOW TRANSPARENT**—One of the best of the extra early apples; good for culinary use, and acceptable for dessert. Bears unusually early; is a reliable cropper. Fruit medium size, uniform in shape, roundish, ovate, tender; very good quality. Pale waxen yellow when fully ripe.

1 YEAR APPLE, Largest Size, 3 Feet and Up





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## STANDARD APPLES—Continued

### FALL VARIETIES OF APPLES

Alexander, Autumn Strawberry, Duchess of Oldenburg, Fall Pippin, Gravenstein, Rambo, Red Beitigheimer, Twenty Ounce, Wealthy, Williams Favorite, Wolf River.

**DUCHESS OF OLDENBURG**—Sure cropper and succeeds in all sections. Fruit is large, roundish, streaked with red and yellow; flesh tender, juicy and pleasant. Bears young and abundantly.

**FALL PIPPIN**—Very large, roundish, yellow; flesh juicy, rich and of good flavor; widely favored as a market apple. One of the most desirable varieties of its season for the home orchard.

**GRAVENSTEIN**—Good size, productive, excellent quality for culinary purposes. Comes into bearing moderately early, is

quite productive, and a pretty reliable cropper. Fruit large to above medium, fairly uniform in size, but not in shape; greenish yellow, striped with red. Flesh yellowish, sub-acid, tender and juicy. Very good to best.

**WEALTHY**—Fruit is medium size, smooth-skinned, mostly covered with bright red. Flesh whitish, moderately fine, crisp, tender, and agreeably flavored. Wealthy is being planted largely for commercial purposes as a filler in many sections. The tree is a free grower and productive.

### WINTER VARIETIES

Bailey Sweet, Baldwin, Baxter, Ben Davis, Black Ben Davis, Bismark, Delicious, Fallwater, Fameuse, Gano, Gilliflower, Golden Russet, Grimes Golden, Hubbardston Non-such, Improved Ben Davis, Jonathan, King, McIntosh Red, Northern Spy, N. W. Greening, Pewaukee, Pumpkin Sweet, Rhode Island Greening, Rome Beauty, Roxbury Russet, Smokehouse, Spitzenburg, Stark, Stayman's Winesap, Sutton Beauty, Tolman Sweet, Wagener, Winter Banana, Yellow Bellflower, York Imperial.

**BALDWIN**—Large, roundish, skin a deep red, flesh juicy, crisp, sub-acid; uniform in size. Tree large, very vigorous, branches large and strong; upright and spreading. Baldwin is pre-eminently the leading variety in commercial orchards in New York, New England, certain regions of Southern Canada, and the Southern Peninsula of Michigan, and on the clay soils of Northern Ohio.

**BLACK BEN DAVIS** (Late Winter Apple)—The Black Ben Davis is a deeply colored, bright red, late winter apple. The flesh is white, firm and somewhat juicier than Ben Davis. Great keeper and shipper.

**DELICIOUS**—Fruit is large, distinctive in shape, dark red blending to golden yellow at blossom end. Flesh fine grained, crisp, juicy, melting, and as the name implies, delicious. Keeps well in storage, is an extra good shipper and commands a good price in the market.

**FAMEUSE** (Snow Apple)—Medium size, deep crimson; flesh snow-white, melting and delicious.

**GRIMES GOLDEN**—Medium to large; golden yellow, often showing a pinkish blush. Flesh crisp and juicy.

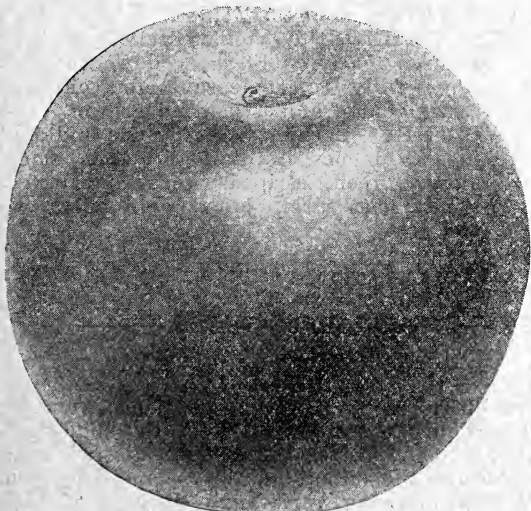
**HUBBARDSON NON-SUCH**—Large, striped with red and yellow, tender, juicy and fine. Tree is vigorous, sometimes large. Erect of form, spreading, rather dense.

**IMPROVED BEN DAVIS**—It is better flavored than Ben Davis, is superior in quality, and darker red in color.

**JONATHAN**—Medium size, brilliant red and yellow; flesh tender, juicy. Exceptionally productive; good for dessert or culinary use.

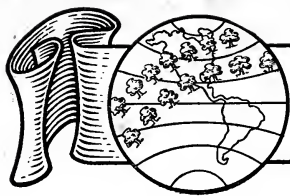
**KING** (Tompkins King)—Fruit is a beautiful red, with enough contrasting yellow to make it very attractive in appearance, symmetrical, uniformly large, and of excellent quality for any purpose.

**McINTOSH RED**—This variety belongs to the Fameuse group, but is adapted to a wider range of territory than Fameuse; is very attractive in appearance, bright, deep red color, good size. Flesh tender and perfumed. Is desirable for local markets and fancy trade.



McINTOSH RED





# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



### STANDARD APPLES—Continued

**NORTHERN SPY**—A hardy, red apple, large, striped, and covered on the sunny side with crimson and delicately coated with bloom. Flesh juicy and rich.

**RHODE ISLAND GREENING**—Roundish, elliptical apple, of greenish color, turning yellow when fully ripe, the flesh showing the same rich yellow coloring. Tender and full of sparkling juice of exceedingly rich flavor.

**ROME BEAUTY**—Good size, roundish, slightly oblong, with a yellow skin, handsomely colored and striped with bright red. The flesh is firm, crisp, juicy and of good quality.

**ROXBURY RUSSET**—Medium to large, surface rough, largely covered with russet. Tree is a free grower, and becoming popular because of its productiveness and good qualities.

**SMOKEHOUSE**—Large, yellow, splashed with bright red. Firm, juicy, and crisp.

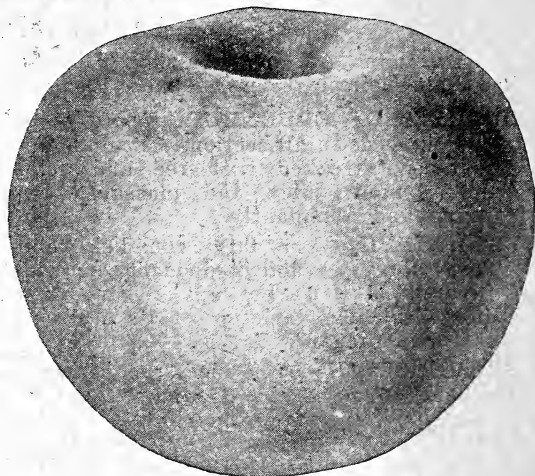
**SPITZENBURG**—An excellent apple of the Baldwin class, to which it naturally belongs. It is handsomely colored bright purplish-red, and unexcelled in quality and flavor.

**STARK**—Stark is regarded as a good variety for commercial orchards by some fruit growers, particularly because the tree is thrifty, hardy, healthy, a reliable cropper and productive and because the fruit is fair, smooth, uniform and keeps well. Stark stands handling well because it is very firm and has a thick, tough skin.

**STAYMAN'S WINESAP**—The best variety of the Winesap class for general cultivation. Large, bright red, striped. Flesh firm, tender, rich, juicy, tinged with yellow, aromatic, pleasant, sub-acid; good to very good.

**TOLMAN'S SWEET**—Pale, clear yellow, or whitish yellow, sometimes a little blushed. Flesh white, firm, moderately fine and juicy; decidedly sweet; hardy. Tree very spreading; open. Much esteemed for pickling, boiling and baking.

**WINTER BANANA**—Brilliant, transparent, waxen yellow apple with a bright pink and



TOLMAN'S SWEET

red blush on the sunny side. Large to very large, round and tapering at blossom end. Flesh yellow, mild, sub-acid, distinctly aromatic; good to very good.

**WAGENER**—Bright red, with a strongly contrasting yellow ground color. Roundish, oblong, with whitish flesh, tinged with yellow, firm, fine grained, high flavor, juicy; very good quality.

**YORK IMPERIAL**—A bright, pinkish red apple striped with dark red. Flesh yellowish, firm, crisp, moderately tender and juicy, mildly sub-acid, somewhat aromatic; very good.

### CRAB APPLE TREES

**HYSLOP**—Fruit deep crimson and produced in clusters. Sharp acid flavor. Good for preserves, jellies and cider.

**TRANSCENDENT**—Golden yellow with rich crimson cheek. Flesh yellow and crisp when fully ripe, pleasant and agreeable. Bears young, and is a rapid grower.

**WHITNEY**—Large, averaging one and a half to two inches in diameter; skin smooth, glossy green, striped, splashed with carmine; flesh firm, juicy, and flavor very pleasant.

## Dwarf Apples

### PRICES ON ALL VARIETIES OF DWARF APPLE TREES

	First Class	2 year	4 to 5 feet	Each	Ten
				\$ .30	\$2.50

Dwarf Apples are especially desirable for village or city gardens. They bear very early and require very little space to develop. We produce these Dwarf trees by budding the varieties on Doucin and Paradise stocks imported from Europe. While we do not recommend them to the orchardists as a paying proposition, the village and city man with a small garden will enjoy growing a few select trees of the following varieties: Duchess of Oldenburg, Fameuse, McIntosh Red, Red Astrachan, Wealthy, Winter Banana, Yellow Transparent.



# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## Peach Trees

Peach growing is to-day a great industry. The ease with which these trees may be cultivated, their freedom from disease, the short period before they become productive, together with the immense demand for the fruit and the facility with which it may be shipped to markets, make Peach growing extremely profitable. The trees come into bearing so young and thrive in so many parts of the country that it is little wonder that so many people are planting them both for pleasure and for profit. Planted in commercial quantities, in suitable soil and location, no other fruit is more profitable to the grower. On town and city lots as well as in all family plantations, Peach and Cherry should predominate. With very little attention, the trees may be grown into beautiful specimens, fitting ornaments to any grounds. But the supreme satisfaction to the planter of a Peach tree comes with the ripening fruit—great globules of delicious, juicy fruit, so universally popular among all classes, and in all markets. Every owner of a piece of land, even though no larger than a town lot, should plant at least a few Peach trees.

### PRICES ON ALL VARIETIES OF PEACH TREES 6% Discount on All Cash Orders before March 20th.

		Height	Caliper	Each	Ten	Hundred
Largest Size	1 year	5 to 6 feet	9/16 and up	\$ .20	\$1.50	\$11.50
Medium Size	1 year	4 to 5 feet	7/16 to 9/16	.15	1.25	8.50
Smaller Size	1 year	3 to 4 feet	5/16 to 7/16	.10	1.00	5.50

**ALEXANDER** (Freestone)—Medium to large, pale green, heavily flushed with red, white-fleshed. Middle July.

**BEER'S SMOCK** (Freestone)—A large yellow-fleshed peach, similar to Smock Free, but superior to it. Ripens a few days later and is a better annual bearer. Late September.

**BELLE OF GEORGIA** (Freestone)—Fruit very large and most attractive in color and shape, with a light red cheek; flesh white, firm, delicious.

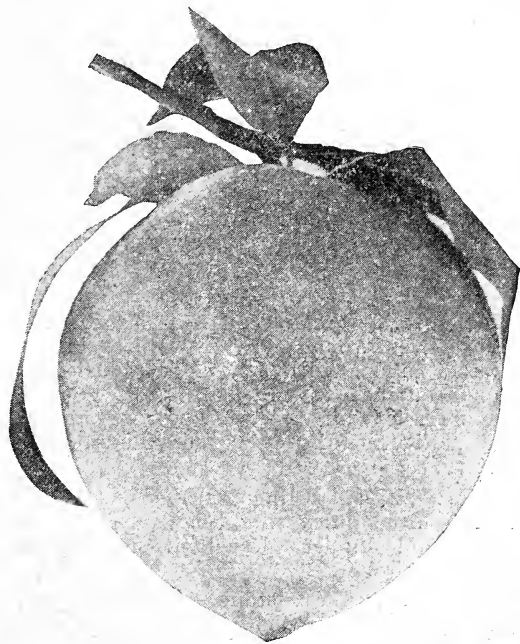
**CARMAN** (Freestone)—A superb peach of the Elberta type; a leader for general market and long-distance shipping. Quite large, creamy-yellow, with deep blush; skin very tough, protecting the tender, spicy, juicy flesh. August.

**CHAIR'S CHOICE** (Freestone)—Of largest size; deep yellow, with red cheek; flesh yellow, very firm, ripening a few days earlier than Smock. September.

**CHAMPION** (Freestone)—The Champion is a large, round, rich, creamy white peach. The flesh is white, melting, juicy, tender and delicious. One of the very hardiest peaches in wood and bud. Ripens about fifteen days before Elberta.

**CRAWFORD, EARLY** (Freestone)—The Crawford Early is a very large, oblong peach, with a prominent point on the blossom end, and a bright red cheek. The flesh is yellow, very rich, slightly sub-acid, juicy, good quality, and especially good for canning and eating fresh.

**CRAWFORD, LATE** (Freestone)—Fruit large size, skin yellow or greenish-yellow, with dull red cheek; flesh yellow; productive; one of the best known peaches. Resembles Crawford Early, but is nearly a month later in season.



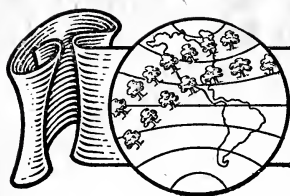
ELBERTA

**CROSBY** (Freestone)—Fruit medium size, rich, orange-yellow, splashed with carmine on sunny side; perfect freestone, pit small; flesh yellow, tender, juicy, sweet and rich. September.

**EARLY RIVERS** (Freestone)—Light straw color, with delicate pink cheek; flesh juicy and melting, with very rich flavor. Early August.

**ELBERTA** (Freestone)—The Elberta is a large, golden peach, nearly covered with crimson on the sunny cheek. It is the most widely planted commercial variety. The flesh is a rich yellow, red at the pit, firm





# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



### PEACH TREES—Continued

#### SPECIAL BARGAIN PEACH COLLECTION

This collection is our largest 5 to 6 ft. and up size

Regular Price \$2.00—OUR SPECIAL PRICE \$1.35

2 Elberta  
2 Champion

2 Early Crawford  
2 Late Crawford

1 Early Rivers  
1 Carman

This collection, in 3 to 4 ft., 90c

All fine one-year, well matured trees. Carefully selected, fresh dug, true to name, or your money back. Packed and delivered at Freight and Express office here free of charge.

and juicy. The tree is a large, vigorous grower, very productive. September.

**ENGLE'S MAMMOTH** (Freestone)—Fruit large; skin yellow, red cheek, flesh yellow, sweet, juicy; stone small. September.

**FITZGERALD** (Freestone)—A large, oval peach, shaded yellow with crimson and red. The flesh is yellow, tinted with red at the pit; juicy and good quality. Ripens about ten days before Elberta. September.

**FOX SEEDLING** (Freestone)—A popular variety with our customers, especially in New Jersey and Maryland. Tree erect and vigorous, stocky, smooth bark, with abundant, healthy, dark green foliage. Color creamy, with small blush, flesh creamy, red at stone, very juicy; flavor mild, pleasant, sub-acid, quality extra good. September.

**GREENSBORO** (Semi-cling)—A large, very early peach, round, creamy white, highly colored, shaded with a dark red blush and broken stripes towards the blossom end. The flesh is white, tender, and very juicy. The quality is fair—very good for an early variety.

**HEALTH CLING** (Clingstone)—Very large; flesh white, juicy and melting. Good keeper and shipper. Excellent quality and flavor. October.

**HILL'S CHILI** (Freestone)—Medium size; oval; skin yellow, shaded with dark red; flesh half melting, sweet, of medium quality, but hardy and a good bearer. September.

**IRON MOUNTAIN** (Freestone)—Fruit very large; white; quality good. Very hardy in bud; white inside at pit. Bears third to fourth year and worthy of extensive planting. September.

**KALAMAZOO** (Freestone)—Inferior to Elberta but a heavier cropper. Grows to medium size, color yellow with red cheek, yellow flesh, moderately tender and juicy, flavor fairly sweet. Early September.

**LEMON CLING** (Clingstone)—Tree erect and vigorous with dark green foliage. Flesh



*Ottawa, Kans.*

Nov. 20th, 1916.

The Rowan Wholesale Nurseries,  
Danville, N. Y.

Dear Sir..

Your third carload of trees received, and as usual, they are a fine lot, well graded and satisfactory in every way. It is a pleasure to have a shipment come in that we do not have to regrade

We hope you have a nice lot of trees coming on for another year, and when we are in the market again, we will be glad to let you hear from us.

Yours truly,

F. H. Stannard & Co.

FHS/Z

rich yellow, meaty and juicy. First September.

**NIAGARA** (Freestone)—Large, yellow, with red cheek; juicy and high flavored; flesh yellow and luscious. Season medium early. Ripens just after Crawford Early.

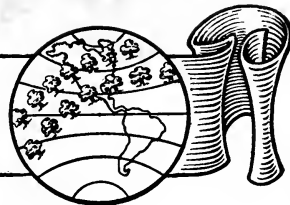
**OLD MIXON** (Freestone)—A white fleshed peach, with a red cheek, presenting a good appearance in the basket. Flesh rather tender for shipping, hence not so much planted as formerly. It is a delicious peach for eating out of hand. September.

**STUMP THE WORLD** (Freestone)—A showy, white-fleshed peach with a bright red cheek. Very large, juicy, sweet and good. Somewhat resembles Old Mixon. Late September.





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## PEACH TREES—Continued

**TRIUMPH** (Semi-cling)—A valuable commercial variety to follow Alexander. The peach is yellow with sweet, rich flavor. Early August.

**WONDERFUL** (Freestone)—Rich golden yellow color, nearly covered with bright crimson. Very handsome and attractive. Flesh yellow, rich and highly flavored. Middle of October.

**YELLOW ST. JOHN** (Freestone)—Fair size, yellow flesh, attractive color and good quality make it a satisfactory peach for all purposes. August.

We can supply the following varieties: Mayflower, Sneed, Willett, Ray, Foster, Mt. Rose, Eureka.

## Standard Pear Trees

Our Standard Pear Trees Are All Budded on Whole Roots of Imported French Seedlings.

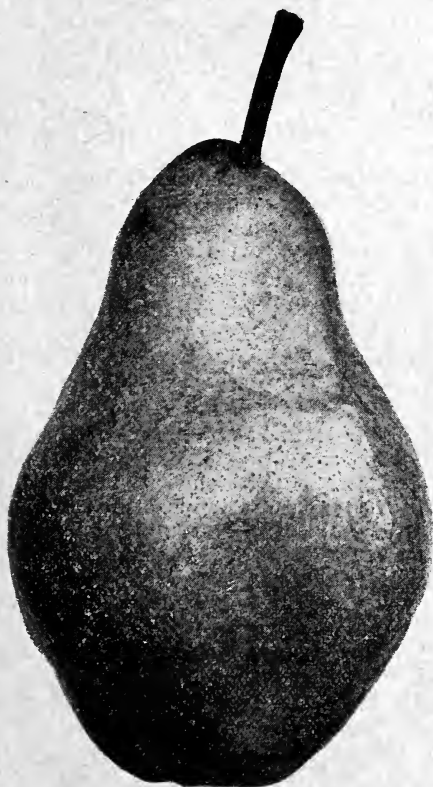
The growing of Pears cannot be urged too strongly. Pear production is not in proportion to the demand. There is a vast undeveloped field for the grower who produces Pears for his own enjoyment and disposes of his surplus in the home markets, and only in the last few years have orchardists in general realized the wonderful profits that come from a commercial Pear orchard of good varieties. There is an excellent opportunity for big returns from scientific Pear growing. Plant them for profit.

Our Pear trees are all grown on heavy soil, from which we get the best results. Healthy, hardy, vigorous trees with fine root system as well as good trunks and branches.

### PRICES FOR ALL VARIETIES OF STANDARD PEAR TREES

6% Discount on All Orders Received before March 20th.

		Height	Caliper	Each	Ten	Hundred
Largest Size	2 year	6 to 7 feet	3/4 and up	\$ .29	\$2.75	\$18.00
Medium Size	2 year	5 to 6 feet	5/8 to 3/4	.24	2.25	14.00
Smaller Size	2 year	4 to 5 feet	1/2 to 5/8	.20	1.75	10.50
Largest Size	1 year	3 feet and up		.24	2.25	14.00



BARTLETT

### SUMMER VARIETIES OF STANDARD PEARS

Bartlett, Clapp's Favorite, Koonce, Lincoln, Wilder.

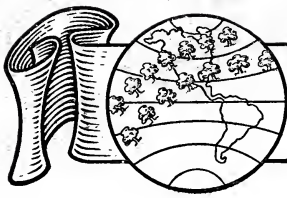
**BARTLETT**—A large, bright yellow pear, with a blush on the sunny side, oblong shape, tapering gradually toward the stem end. Skin is waxy and surface uneven. Flesh white, highly perfumed, rich, juicy, relished by everyone. Tree vigorous, erect, hardy, comes into bearing young, usually fourth year.

**CLAPP'S FAVORITE**—A superb, large, long, yellow pear; richly flushed with russet-red. It is roundish at the blossom end, small neck, tapering to a rounded point at the stem end. Flesh white, fine grained, juicy, excellent quality when picked early from the tree. Ripens ten days ahead of Bartlett.

**KOONCE**—A very popular early variety. Fruit medium to large, yellow, one-half nearly covered with red. Very productive and a good shipper.

**LINCOLN**—The Lincoln is a very large, clear yellow pear, with bright red cheek on the sunny side; juicy, high quality.

**WILDER**—One of the very earliest pears; attractively colored and of excellent quality.



# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



### STANDARD PEARS—Continued

#### FALL VARIETIES OF STANDARD PEARS

Beurre Bosc, Beurre D'Anjou, Duchess, Flemish Beauty, Rossney, Seckel, Sheldon, Garber.

**BEURRE BOSCH**—Hard to grow in the nursery but in orchard or garden develops into a strong, vigorous tree and produces enormous crops of large yellow pears; flesh white, rich and delicious.

**Special Price**—2 year, 6 to 7 feet, \$1.00 each.

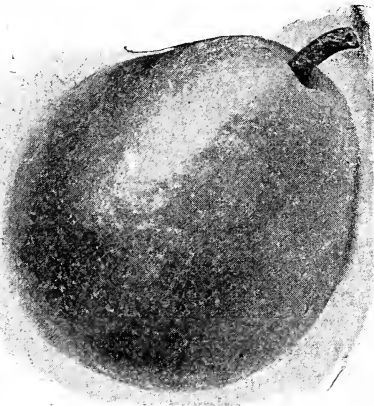
**BEURRE D'ANJOU**—Large, heavy, yellow pear, often shaded with dull crimson, and has a short, chunky neck, tapering slightly toward the stem. The flesh is whitish, fine grained, buttery, melting, with a rich high flavor.

**DUCHESS D'ANGOULEME**—Fruit large, light green patched with russet, melting, juicy, sweet and very fine quality. Tree is a straight, upright grower, hardy and very productive. Comes into bearing third or fourth year.

**FLEMISH BEAUTY**—This fine old pear is still one of the hardiest and most generally successful over a wide range of country, producing good crops annually of large, handsome fruit that is exceptionally good in quality. Large size, light yellow when ripe with patches of brownish red; rich sugary flavor.

**ROSSNEY**—In size medium to large, very fine grain, flesh melting, juicy and very sweet. Combines excellent quality with large size, fine form, and superior shipping qualities.

**SECKEL**—Without question the richest and most highly flavored variety known. Its highly concentrated, spicy, honeyed flavor is not equalled by any other variety. Skin brownish-green with a lively russet-brown cheek; flesh whitish, buttery, juicy and melting.



SECKEL

D. WILSON LANADE, SECRETARY  
GEO. M. ROBINSON, TREASURER  
J. J. LANADE, BUSINESS MANAGER

DETROICK LANADE,  
PRESIDENT AND GENERAL MANAGER

ROBERT C. E. MANSON, MANAGING EDITOR  
W. L. H. COX, CIRCULATION MANAGER  
CHAR. D. LAMONT, ADVERTISING MANAGER



GRIT PUBLISHING CO., Publishers

Agents in 12,000 Cities and Towns  
Throughout the United States

Average Weekly Circulation Over 275,000

Williamsport, Pa.

Dec. 22, 1916

The Rowan Wholesale Nurseries,  
Danville, N. Y.

Dear Sirs:--

In a "City Beautiful" contest, conducted by the Rotary club and the Garden club, of Williamsport, the writer was awarded first prize of \$25 for the greatest garden improvement, first prize of \$20 for the most beautiful garden, and first honorable mention as a grower of fine peonies. All the fruit trees, most of the shrubbery, including rose trees, vines and peonies, were purchased from the firm of Reilly Bros., to whose business you have succeeded. During the past season the trees yielded bountifully of cherries, grapes and peaches, with a few plums and pears, all produced from trees planted three and four years ago. This, in my opinion, should be sufficient endorsement of the worth of the nursery's output. I have found everything true to name and entirely satisfactory.

Yours very truly,

*W. King Pifer*

309 Mulberry St.  
Williamsport, Pa.

**SHELDON**—A large, round, russet and red pear, of very good quality. Hardy, free-growing, fruitful. A delicious eating pear. Fruit creamy, sweet, and aromatic.

**GARBER**—A good market and canning pear, large, yellow, with red cheek. Fair quality and fine, juicy flesh.

#### WINTER VARIETIES OF STANDARD PEARS

Kieffer, Winter Nelis.

**KIEFFER**—A large to very large pear, rich yellow with handsome red cheek. Flesh juicy, coarse but good. Remarkably fine shipper and extra good for canning. Should be picked before entirely ripe, but allowed to mature. Core is apt to be coarse and gritty if allowed to ripen on the tree. Tree is very productive, remarkably strong and vigorous, bearing enormous crops every year and is one of the most resistant to blight.

**WINTER NELIS**—A medium-sized yellow pear, often russeted. Roundish, with short, heavy neck. Flesh is yellow, fine grained, sweet, of very highest quality when well ripened.





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## Dwarf Pears

Dwarf Pears are produced by budding pear on quince roots. They make trees of heavy, stocky bodies, but do not grow tall. The fruit is the same size as that produced in Standards and the trees are inclined to bear younger. We offer the same varieties of Dwarf as listed under Standard Pears.

	Height	Caliper	Each	Ten	Hundred
2 year	4 to 5 feet	$\frac{5}{8}$ and up	\$ .25	\$2.00	\$15.00
2 year	3 to 4 feet	$\frac{1}{2}$ to $\frac{5}{8}$	.20	1.50	12.00

## Cherry Trees

There is no fruit tree more desirable for planting in the home garden than the Cherry. The trees are beautiful as well as useful and can be planted near the street, along the fence line, along roadsides, in the corners of the garden or lawn, and in many places where other fruit would not be prolific. A few trees will furnish an abundance of fruit for home use and any surplus can be easily disposed of in the local market.

The trees thrive best on dry sandy soil, or soil in which there is plenty of gravel. While soil of this kind is required to bring the fruit to its highest perfection, the trees will do very well in almost any situation except a wet one. Care should be taken to secure proper drainage. Cherry trees require about the same care and treatment as Apple trees.

### VARIETIES OF SOUR CHERRIES

Dyehouse, Early Richmond, English Morello, May Duke, Large Montmorency, Wragg.

These are for the most part round-headed; fruit generally acid, though some varieties have a very rich, pleasant flavor. Smaller in growth than Sweet varieties and well adapted for dwarfs. The Morellos are more spreading in habit than the Dukes, which are of stocky, upright growth. More hardy than the Sweet varieties, and in large demand where the latter cannot be grown to advantage.

### PRICES ON ALL VARIETIES OF SOUR CHERRIES

6% Discount on All Cash Orders before March 20th.

	Height	Caliper	Each	Ten	Hundred
Largest Size	2 year	6 to 7 feet	$\frac{3}{4}$ and up	\$ .29	\$2.75
Medium Size	2 year	5 to 6 feet	$\frac{5}{8}$ to $\frac{3}{4}$	.24	2.25
Smaller Size	2 year	4 to 5 feet	$\frac{1}{2}$ to $\frac{5}{8}$	.20	1.75
Largest Size	1 year	3 feet and up		.24	2.25
					17.50

**LARGE MONTMORENCY**—This is the best of all the sour varieties of cherries. The fruit is good size, fine flavor, and bright, clear, shining red. The flesh is of fine quality and sub-acid. The trees are the largest and most vigorous growers of all the sour cherries; especially hardy and productive.

**DYEHOUSE**—A good early cherry. Tree is a good, hardy grower and sure bearer. It brings the highest market price on account of its being the first sour cherry to come into market. Fruit is medium to large, of fine quality.

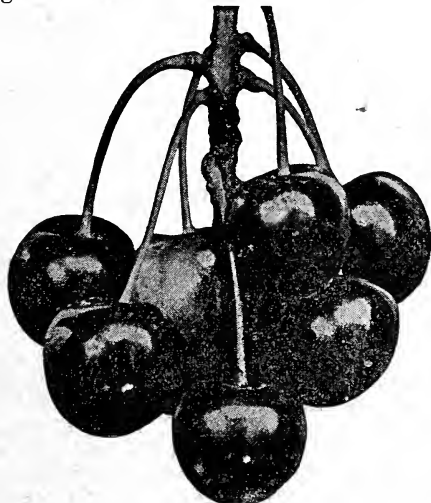
**EARLY RICHMOND**—Of medium size, light red; flesh light-colored, melting, juicy, of sprightly acid flavor. This is one of the most valuable and popular of the acid cherries; is unsurpassed for cooking purposes and exceedingly productive.

**ENGLISH MORELLO**—Fruit large, elongated, almost blackish red when fully ripe; very rich, acid, juicy and good. A splendid pie cherry. Tree very hardy, somewhat smaller than other sorts but exceedingly productive.

**MAY DUKE**—Fruit medium, heart-shaped to conical, attractive dark red, flesh light red, juicy, fine grained, tender, melting, moder-

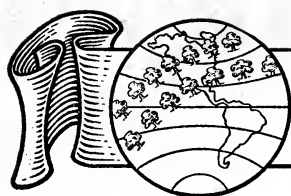
ately firm, pleasant, sub-acid, very good; nearly freestone.

**WRAGG**—Of the English Morello type and very similar in fruit, but averages larger; a few days later in ripening and possibly has slightly more acidity. Tree dwarfish, with spreading, round head; abundant and regular bearer.



ENGLISH MORELLO





# THE ROWAN WHOLESALE NURSERIES

## DANSVILLE, NEW YORK.

### CHERRY TREES—Continued

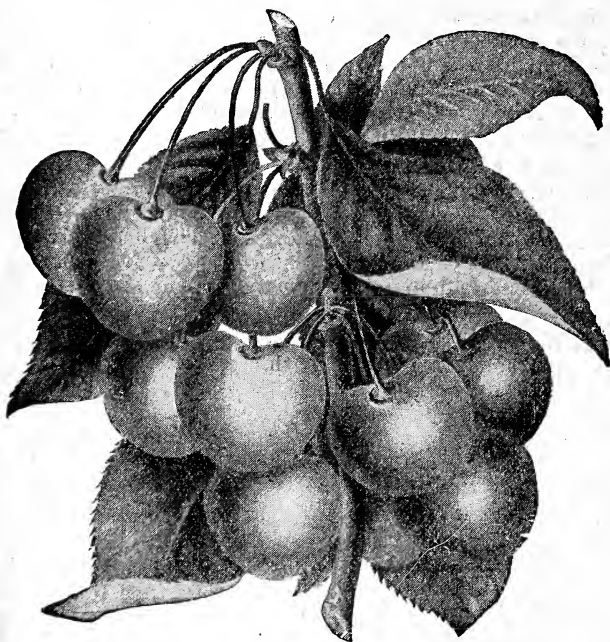
#### SELECT VARIETIES OF SWEET CHERRIES

Fruit heart-shaped, with tender, sweet flesh. Trees of rapid growth with large, drooping limbs and abundance of foliage. Time of ripening runs from early in June to August.

#### PRICES OF ALL VARIETIES OF SWEET CHERRIES

6% Discount on All Cash Orders Received before March 20th.

		Height	Caliper	Each	Ten	Hundred
Largest Size	2 year	6 to 7 feet	$\frac{3}{4}$ and up	\$2.29	\$2.75	\$24.50
Medium Size	2 year	5 to 6 feet	$\frac{5}{8}$ to $\frac{3}{4}$	.24	2.25	20.00
Smaller Size	2 year	4 to 5 feet	$\frac{1}{2}$ to $\frac{5}{8}$	.20	1.75	15.00
Largest Size	1 year	3 feet and up		.24	2.25	20.00



NAPOLEON BIGARREAU

**BING**—Its large size, black color, firmness and delicious flavor have caused it to be in active demand by shippers and canners alike. Fruit is juicy but firm and ripens so that it all can be gathered at one picking.

**BLACK EAGLE**—Large, black; very tender, juicy, rich and highly flavored; tree vigorous and productive.

**BLACK HEART** (Black Ox-Heart)—A very old variety. Fruit medium size, heart-shaped, rather irregular; skin glossy, deep black, flesh tender, juicy and sweet. Tree a rapid grower, hardy and productive.

**BLACK TARTARIAN**—This fine old variety produces immense crops of large, juicy, purplish black fruits of mild, sweet jelly-like consistency. The tree makes a beautiful erect growth and is planted to a great extent along highways and in yards for ornamental purposes.

**GOVERNOR WOOD**—A rich, delicious variety; large red cherry that hangs well on the tree. The tree itself is an ornament for any home, owing to its shade and beautiful blossoms and the beauty of its fruit.

**LAMBERT**—This very promising cherry, is of the largest size and bright rich, deep red color. The surface is smooth, glossy, and is covered with minute russet dots; flesh reddish with whitish veins, very firm and of unsurpassed quality.

**NAPOLEON BIGARREAU**—A magnificent heart-shaped cherry of the largest size, pale yellow, becoming amber in the shade, richly dotted and spotted with deep red, and with bright red cheek. Flesh very firm, juicy and sweet; tree a rapid grower and immense bearer.

**SCHMIDT'S BIGARREAU**—Fruit of large size, rich, deep black; flesh dark, tender, very juicy, with a fine flavor; bears abundantly.

**WINDSOR**—Fruit large, roundish oblong, liver-colored; flesh remarkably firm and fine. Tree hardy and very prolific, and a vigorous upright grower.

**YELLOW SPANISH** (Bigarreau)—Fruit very large, pale yellow with bright red cheek when exposed to the sun; flesh firm, juicy and delicious. Tree is productive and vigorous.

Hope, R. I., Dec. 27, 1916.

The Rowan Wholesale Nurseries,  
Dansville, N. Y.

Dear Sir:

I received your letter some few days ago and will say that the trees I bought from Reilly Bros. were A No. 1, and if I want any more I will come to you. If you send out the same kind of trees Reilly Bros. did, I will want some more just as soon as I can clear a lot.

Hoping you have a very prosperous year.

Yours truly,

M. J. COYLE,  
Rose Hill Poultry Farm,  
Hope, R. I.



# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## Plum Trees

Our Plum Trees are all budded on whole roots of Imported French Myrobolan Stock.

Adapted to cultivation over a wide territory and generally productive in almost all locations; probably no other fruit is produced more freely unless it be the Cherry. Despite neglect, Plum trees will yield crop after crop, but will produce a much better grade of fruit when given care and properly cultivated.

Most varieties ship well, and the fruit is the best canning and drying fruit grown; is especially fine for jellies, preserves, marmalades and sauces. Many of the more upright growing varieties can be planted in corners where other fruit trees will not succeed. The majority of varieties bear the third or fourth year, and properly handled, it is one of the most profitable of fruits grown for commercial purposes or home use.

### PRICES FOR ALL VARIETIES OF PLUMS

6% Discount on All Cash Orders before March 20th.

		Height	Caliper		Each	Ten	Hundred
Largest Size	2 year	6 to 7 feet	$\frac{3}{4}$ and up	XXX	\$ .29	\$2.75	\$19.75
Medium Size	2 year	5 to 6 feet	$\frac{5}{8}$ to $\frac{3}{4}$	XX	.24	2.25	16.00
Smaller Size	2 year	4 to 5 feet	$\frac{1}{2}$ to $\frac{5}{8}$	X	.20	1.75	12.00
Largest Size	1 year	Sturdy buds			.24	2.25	16.00

### EUROPEAN VARIETIES OF PLUMS

**BRADSHAW** (Early)—A very large and fine early plum; dark violet-red in color. Flesh of dull yellow, often with a trace of red when fully matured. August.

**COE'S GOLDEN DROP** (Late)—Large and handsome, light golden yellow, juicy, rather sweet, mild pleasant flavor. One of the best of late plums. Late September.

**FELLEMBURG** (Mid-season)—A fine late plum. Fruit handsome, of oval shape and purple color, overspread with thick bloom. Flesh thick, juicy and delicious; parts from stone. September.

**GERMAN PRUNE** (Late)—The German Prune is the oldest and most widely planted of all the prunes. The fruit is purplish black, characteristic, long, oblique oval "prune-shape." Flesh yellowish, juicy, firm, sweet, mild, pleasant. The tree is large, vigorous, round, dense, very hardy and very productive. September.

**POND'S SEEDLING** (Mid-season)—Distinguished by its large size, form and color; red changing to violet; flesh rather coarse. September.

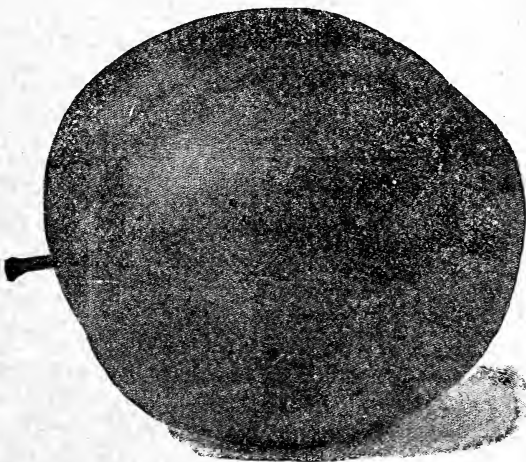
**GRAND DUKE** (Late)—A very valuable late plum, as large as Bradshaw; handsome plum-purple, and of firm, meaty flesh, which fits it excellently for shipping. Late September.

**IMPERIAL GAGE** (Early)—On light, sandy soils this variety possesses all the qualities that constitute a fine plum, the product be-

ing adapted alike for dessert, canning, home and market. August.

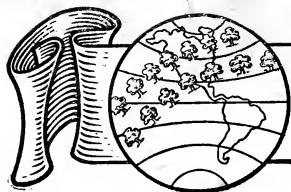
**LOMBARD** (Mid-season)—Here is an exceptionally strong, hardy grower and an immense bearer. Fruit is medium to large, dark red, flesh yellow, of pleasant flavor. One of the best, cooked, spiced or preserved. Tree adapts itself to widely different soils and climates, is comparatively free from attacks of insects and fungous diseases. Is round-topped, shapely, with strong, stocky branches. September.

**MONARCH** (Late)—Color dark, purplish red, overspread with thick bloom; flesh golden-yellow, juicy, somewhat fibrous, aromatic, good. October.



MONARCH



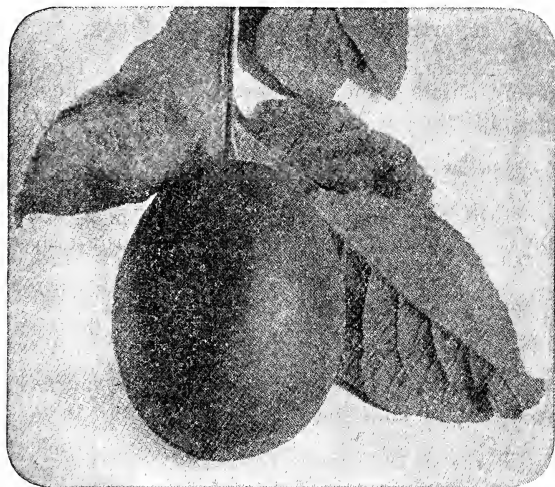


# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



### PLUM TREES — Continued



MOORE'S ARCTIC

**MOORE'S ARCTIC** (Mid-season)—Small; skin purplish-black; juicy, sweet and pleasant flavor. One of the hardiest plums grown. Fair in quality. September.

### JAPANESE VARIETIES OF PLUMS

**ABUNDANCE** (Early)—Large and beautiful pinkish red plum, changing to darker red covered with thin bloom. Flesh is yellow, tender and melting, unusually juicy and refreshing; sweet and has a delightful aromatic flavor. August.

**BURBANK** (Early)—A highly colored plum, dark red over a yellow ground, mottled, with thick bloom. Flesh deep yellow, juicy, tender, firm, aromatic, and sweet. It ripens a week later than Abundance and over a longer season. August.

**CLIMAX** (Very early)—A large, dark red plum, marked with faint radiating streaks. Flesh yellowish, very juicy, somewhat fibrous, tender, sweet and pleasant flavored.

**OCTOBER PURPLE** (Late)—Fruit frequently measures seven inches in circumference.

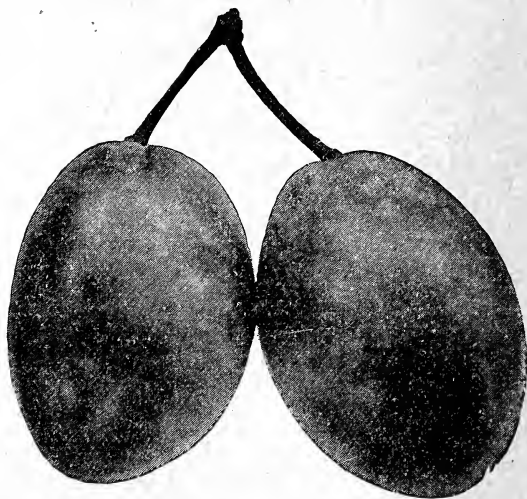
Dark red over a yellowish green ground, suitable for dessert uses.

**RED JUNE**—Distinctly cordate in shape, with deep cavity and a very pointed apex; the color is a mottled garnet red overlaid with thin, but very distinct and delicate bloom. Flesh is light yellow, firm enough to endure transportation well; meaty, sweet and peculiarly aromatic. Should be planted near other varieties for cross pollenization. August.

**SATSUMA** (Mid-season or later)—A fine plum, with solid flesh and a purplish crimson color from pit to skin; juicy and of fine quality. September.

**SHIRO** (Very early)—A brilliant, transparent, yellow plum; large, round, tapering slightly at the end, covered with thin bloom and becoming deeper yellow as the season advanced. Flesh is light yellow, very juicy, fibrous, sweet, mild and good. July.

**WICKSON** (Early)—It is of large size, handsome color and distinct form, firm flesh, and peculiar flavor, generally considered pleasant. August.



GERMAN PRUNE

## Quince Trees

Our Quinces are all budded on whole roots of Imported French Quince Seedlings.

Quinces are so generally useful in cooking, canning and preserving and have such a fine flavor, that it is strange more are not planted. Markets never have enough of them, and the price has been about what the grower asked. If they are available for home use, they will surely be tasted in all the good things cooked or canned. Those who have once tasted "Quince Honey" or "Quince Marmalade" will never need to be convinced that the Quince flavor is the finest of that of any fruit which grows, when it is properly blended.





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## QUINCE TREES—Continued

### PRICES FOR ALL VARIETIES OF QUINCE TREES

6% Discount on All Cash Orders before March 20th.

		Height	Caliper	Each	Ten	Hundred
Largest Size	2 year	4 to 6 feet	$\frac{5}{8}$ and up	\$ .28	\$2.50	\$22.50
Medium Size	2 year	3 to 4 feet	$\frac{1}{2}$ to $\frac{5}{8}$	.23	2.00	18.00
Smaller Size	2 year	2 to 3 feet	$\frac{3}{8}$ to $\frac{1}{2}$	.10	1.00	10.00
Largest Size	1 year	3 feet and up		.23	2.00	18.00

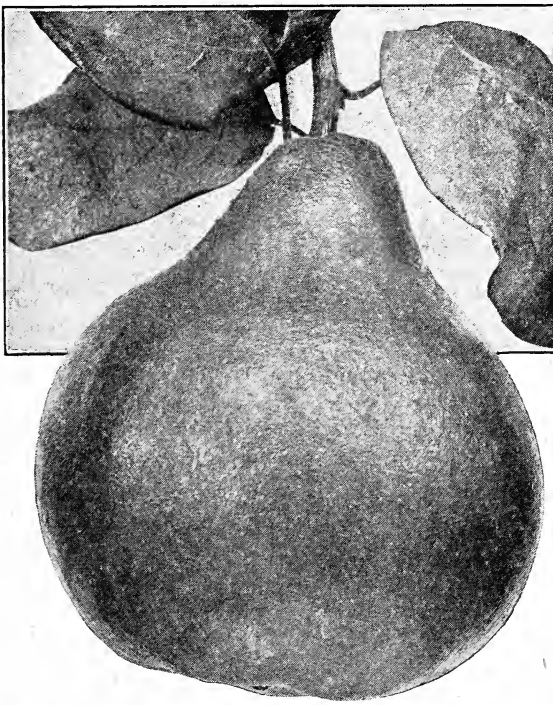
**BOURGEOIS**—A golden prolific variety of the best quality, ripening shortly after Orange and keeping until mid-winter. Fruit of largest size, round; rich golden yellow, smooth, very tender when cooked, has been kept till February in good condition. October.

**CHAMPION**—Fruit very large, fair and handsome. Bears abundantly while young, flesh cooks as tender as an apple and without hard spots or cores; flavor delicate, imparting an exquisite quince taste and odor to any fruit with which it is cooked. October.

**MEECHE'S PROLIFIC**—Fruit is large, orange yellow, of great beauty and delightful fragrance. Ripens between Orange and Champion.

**ORANGE OR APPLE**—More largely planted than any other variety. Large, bright golden yellow. Cooks very tender and is fine flavored. September.

**BEA'S MAMMOTH**—Large; bright yellow; tree a hardy and healthy grower; very productive. September.



CHAMPION

## Apricot Trees

Ripening as it does between Cherries and Peaches, usually about a month before the early Peaches, the Apricot is a most welcome fruit, both tempting and delicious. No garden should be without a few trees. In addition to its value as a fresh fruit it is a superior fruit for canning and drying, vast quantities being used for these purposes every year. There is always a market for Apricots at good prices, and the planter need have no fear of over-production.

### PRICES OF ALL VARIETIES OF APRICOT TREES

	Each	Per Doz.
Largest Size, 2 year, 4 to 5 ft...	\$0.30	\$2.50
Medium Size, 2 year, 3 to 4 ft...	.25	2.00

### RUSSIAN VARIETIES

**ALEXANDER**—A large, oblong, yellow fruit, spotted with red. Flesh is sweet, juicy and very good. July.

**ALEXIS**—Very hardy; an abundant bearer; yellow, with red cheek; large to very large; slightly acid; rich and luscious. July.

**GIBB**—Tree hardy, grows symmetrical, productive; fruit medium, yellowish, sub-acid,

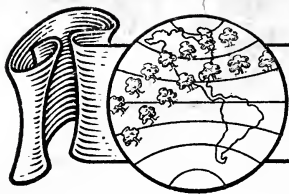
juicy and rich; the best early variety. Last of June.

**J. L. BUDD**—Tree a strong grower and profuse bearer, fruit large, white with red cheek; sweet and juicy. The best late variety.

### EUROPEAN VARIETIES

**HARRIS**—This variety is remarkable for its size, beauty, and productiveness. It is extremely hardy; fruit is of a rich golden color and of very fair quality. Ripens in middle of August.

**MOORPARK**—Yellow with red cheek; flesh orange, sweet, juicy and rich; flavor of the finest, making it a superior kind; very productive. July.



## Gooseberries

This fruit is useful for cooking when green or ripe, and it may be canned with such facility that it is beginning to be cultivated very extensively for both home use and market.

It requires about the same care and treatment as the Currant.

To prevent Mildew, we recommend spraying the bushes as soon as leaves appear and several times during the summer with potassium sulphide (liver of sulphur) one ounce to four gallons of water.

Gooseberries may be planted between rows of Apple or other fruit trees as a filler.

**COLUMBUS**—Large size, oval, greenish-yellow, smooth; of fine quality. Plant a robust grower. One of the best of its class. 15c each, \$1.50 per 12, \$9.00 per 100.

**DOWNING** (American)—Very popular; large, pale green, good quality; bush vigorous, hardy, prolific. It bears abundantly, is hardy, requires but little attention. 15c each, \$1.50 per 12, \$13.00 per 100.

**HOUGHTON'S**—Small to medium; roundish, oval, pale red, sweet, tender, very good;

plants spreading; shoots slender. A vigorous grower and abundant bearer. 15c each, \$1.50 per 12, \$13.00 per 100.

**INDUSTRY**—Berries of largest size, excellent flavor, pleasant and rich, dark red color when fully ripe. 15c each, \$1.50 per 12, \$9.00 per 100.

**RED JACKET**—Bright red; medium size; healthy and very productive. 15c each, \$1.50 per 12, \$9.00 per 100.

## Dewberries

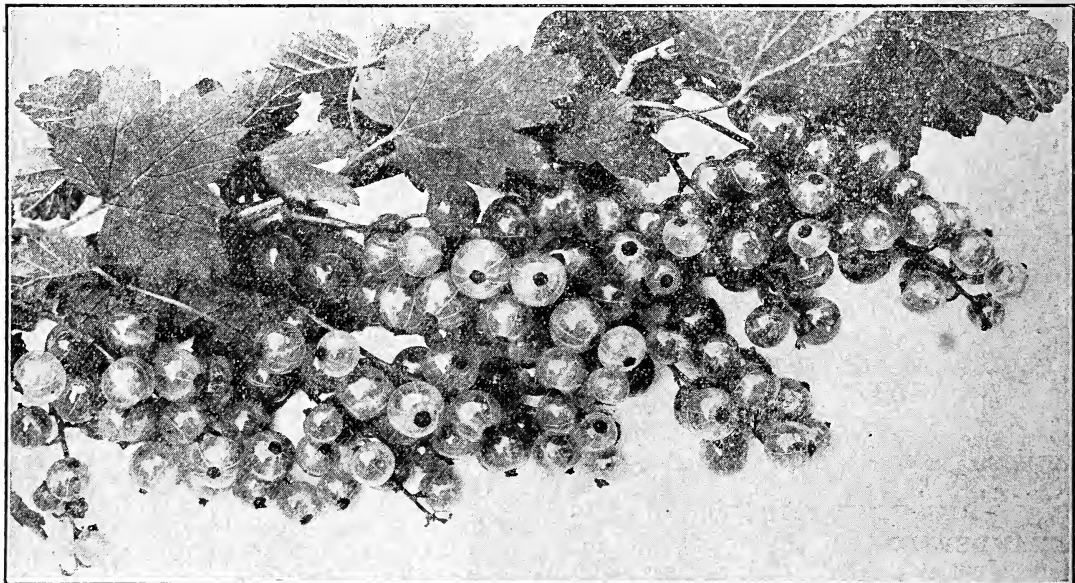
The Dewberry is closely related to the Blackberry; in fact, is often called Trailing Blackberry because of its low growing habit, the vines trailing on the ground. Succeeds with ordinary care and cultivation, and the fruit is prized by many owing to its large size and good quality.

**LUCRETIA**—Hardy, and very productive with fine foliage and white flowers. The fruit ripens early; is very large, soft, sweet and luscious. Should be mulched to keep

berries off from soil. 5c each, 30c per 10, \$2.00 per 100, \$18.50 per 1000.

**PREMO**—Extra early, large, firm and good. Strong grower and productive. 6c each, 50c per 10, \$3.50 per 100, \$27.00 per 1000.

## Currants



Hardy, easily cultivated, standing neglect well and readily responding to cultivation and generous treatment, indispensable for table use, jellies, etc., no garden is complete without them, and large quantities are required for market. A well kept plantation will yield 4,000 pounds of fruit to the acre, and they may be planted to advantage between fruit trees in the orchard and a large yield secured at small cost.





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## CURRENTS — Continued

Prices for all Varieties of Currants

Each	Ten	Hundred	Thousand
\$ .12	\$ .75	\$5.00	\$36.00

**BLACK CHAMPION**—Very productive, large bunch and berry, excellent quality, strong grower.

**BLACK NAPLES**—A good black currant for all purposes; will stand almost any climate.

**CHERRY**—Berries sometimes more than half an inch in diameter, bunches short, vigorous and productive.

**FAY'S PROLIFIC**—The leading market variety. Extra large stems and berries, uniform in size, easily picked, exceedingly productive.

**LONDON MARKET**—An enormous cropper. Ripens with Victoria. For any use—home garden or market—one of the best.

**PERFECTION**—The color is bright red; size as large or larger than Fay, the clusters averaging longer. The Perfection has a long stem, making it easy to pick without crushing any of the berries. It is a great bearer. The berries are of rich, mild flavor, sub-acid, plenty of pulp with few seeds. Less acid and of better quality than any other large currant in cultivation. 20c each, 10 for \$1.50, \$12.00 per 100, \$90.00 per 1000.

**POMONA**—The berry is medium to large, bright red, and of excellent quality.

**RED CROSS**—A fine variety of large size, long clusters, and mild, pleasant flavor. Productive.

**VICTORIA**—Large, bright red; bunches extremely long, berries medium size, and of excellent quality.



WHITE GRAPE

**VERSAILLAISE**—Very large red; bunches long, of great beauty, and excellent quality.

**WHITE GRAPE** — Very large, yellowish-white, sweet, of very mild acid. Best of the white varieties.

**WILDER**—One of the strongest growers and most productive. Bunch and berries very large, bright, attractive red colors; hangs on bushes in fine condition for handling as late as any known variety.

## Asparagus

To plant, see that the ground is well drained. Work it up fine and deep, make it very rich with well-rotted manure. Locate the plants eight inches apart in rows three feet apart, spread out the roots in a trench made deep enough to permit the crowns to be covered with three or four inches of mellow earth. Give the bed a dressing of manure and except near the seashore three pounds of salt early every spring. Do not cut for use until the plants have grown two seasons.

For commercial planting, plant in rows four to five feet apart, placing crowns eight to ten inches in the row. Well-rotted manure and light soil should be used as a mulch in the fall, cover to a depth of six inches and fork in well in the spring.

**COLUMBIAN MAMMOTH WHITE**—A very strong grower, producing very large, white shoots. 50c per 25, \$1.00 per 100, \$6.50 per 1000.

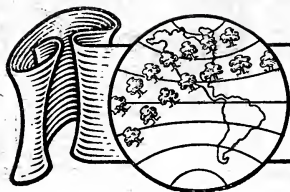
**PALMETTO**—A very early variety; even, regular size and of excellent quality. 50c per 25, \$1.00 per 100, \$6.50 per 1000.

**CONOVER'S COLOSSAL**—Very large, makes rapid growth; planted mostly by market-

gardeners; very productive. 50c per 25, 1.00 per 100, \$6.50 per 1000.

**MOORE'S GIANT**—Retains the head close until the stocks are quite long; it is of uniform color, while for tenderness and quality it has no superior; very large and even-sized. 50c per 25, \$1.00 per 100, \$6.50 per 1000.





THE ROWAN WHOLESALE NURSERIES  
DANVILLE, NEW YORK.



## Rhubarb or Pie Plant

This affords the earliest material for pies and tarts; continues long in use and is valuable for canning. Make the border very rich and deep; needs high culture.

**EARLY SCARLET**—Rather small, but early and good. 10c each, 75c per 10, \$5.00 per 100.

**QUEEN**—Strong, vigorous grower; producing extra large stock of the best quality. 10c each, 75c per 10, \$5.00 per 100.

## Horse Radish

We furnish large, strong roots, not small lengths. 10 for 15c; 100 for \$1.25; 1000 for \$10.00.

## Strawberries

The blossoms of those varieties marked with (P) are destitute of stamens and are termed pistillate, and unless a row of perfect flowering variety is planted at intervals not exceeding about a rod, they will produce imperfect fruit and but little of it; but when properly fertilized, as a rule they are more prolific than those with perfect flowers. The varieties not so marked are perfect flowering, and can be planted alone. It has been our experience that customers lose their Strawberry plants because they neglect them, or do not understand how to handle plants that have traveled a long distance. **Dip the plants in water as soon as received**, and bury the roots in moist, shady ground, until you are ready to set them out; neglect for an hour or so is often fatal.

**PRICE FOR ALL VARIETIES OF STRAWBERRIES. (Except Fall-Bearing.)**

50c per twenty-five; 85c per hundred; \$6.00 per thousand.

### EXTRA EARLY VARIETIES

**BEDERWOOD**—Heavy bearer, of good sized, roundish fruit (about as firm as Bubach), season early.

**MICHEL'S EARLY**—Plant a strong grower, in most sections productive; berries of medium size, roundish, bright crimson, fair quality.

### MEDIUM EARLY VARIETIES

**HAVERLAND (P)**—A fine grower, very productive.

**HIGHLAND (P)**—Plant very large, strong and vigorous; fruit large, good quality, moderately firm.

**SENATOR DUNLAP**—This is the leading strawberry throughout the United States.

### MEDIUM LATE VARIETIES

**BUBACH**—The plant is very large and fine looking, but a slow plant maker, the berry large and showy.

**CORSICAN**—Not only are the berries large, but they are uniform in shape. The color is bright red.

### VERY LATE VARIETIES

**AROMA**—Fruit very large, roundish, conical, rarely misshapen, glossy red, of excellent quality and produced in abundance.

**BRANDYWINE**—A valuable late strawberry especially adapted to home use and canning owing to its very dark red color and fine flavor.

**GANDY**—It is very late and a big showy berry.

**SAMPLE (P)**—Plants strong, large and healthy, producing in profusion large colored berries of uniform size and color.

**STEVEN'S LATE CHAMPION**—Plant growth extra good. The fruit is large, showy, and of fine flavor. Ripens with Gandy.

**WM. BELT**—Berry is very large, conical and uniform in shape. Color extra fine, being a brilliant glossy red, and ripening all over at once.

## Fall Bearing Strawberries

**PRICE FOR ALL VARIETIES OF FALL BEARING STRAWBERRIES**

By Parcel Post (Prepaid)

12 for \$1.00; 25 for \$1.60; 100 for \$4.50

**AMERICUS**—Fine color, and stands the winter well. Do best on clay soil. Excellent flavor.

**PROGRESSIVE**—Good size, smooth, fine color and appearance.

By Express

50 for \$2.50; 100 for \$4.50

**SUPERB (Perfect Flower)**—The plants are strong and stand winter well after producing a heavy crop of fruit from about August 15th till November 15th.



# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## Mulberries

**RUSSIAN MULBERRIES**—Trees very hardy, stood forty degrees below zero and bore a full crop of berries the next season. They are an annual and abundant bearer. The fruit is from white to pink and some black in color and from very sweet to quite tart in taste. The wood is very valuable for fence posts, lasting for twenty years in the ground. They also make a pretty hedge if planted about ten inches to one foot apart and kept well pruned the first few years. 4-5 ft., 25c each; 10 for \$2.00. 5-7 ft., 35c each; 10 for \$3.00.

**DOWNING'S EVERBEARING**—Fruit very large, black, sweet and rich in flavor. Its long bearing season has made it a universal favorite. Ripens fruit during six to eight weeks. 4-5 ft., 45c each; 10 for \$4.00.

**NEW AMERICAN**—Fruit one and one-fourth inches long and nearly half an inch in diameter; color maroon or an intense blue-black at maturity; flesh juicy, rich, sugary. Ripens from June up to the middle of September. 45c each; 10 for \$4.00.

## Blackberries

Plant in rows four to six feet apart, three to five feet between the plants in the rows, and pinch out the tender young tips of the new canes when about two and a half feet high. The two-year-old canes bear the fruit and should be cut out entirely after the fruit is gathered. The Blackberry spreads from the roots and does not grow from a single crown. The young shoots are pinched like those of the Black Raspberry to make them branch. In pinching the Blackberry do not let the branches get high and then cut them back, but pinch the tips while they are young. It is better to take out the old canes, as soon as the fruit is gathered, but as this makes it necessary to go over the plants twice, many cultivators choose the early Spring for an annual pruning, cutting out the old canes and pruning the young ones at the same time, thus saving considerable labor.

Our selection of varieties has been carefully made, and we have discarded all but the best and most profitable kinds.

### Price for all Varieties of Blackberries

Ten	Hundred	Thousand
\$ .50	\$2.50	\$18.50

**BLOWERS**—The Blowers is a large oval berry, jet black color, sweet and juicy. Late.

**ELDORADO**—Berries large, jet black, borne in large clusters, and ripen well together; they are very sweet, melting and pleasing to the taste. Mid-season.

**ERIE**—A very hardy variety; very large and of good quality. Early.

**MERCEREAU**—An enormous producer of extra size berries which are brilliant black and retain their color under all conditions. Mid-season.

Bogota, N. Y., Dec. 23, 1916.

Gentlemen:

I have just received your letter stating that you had taken over the **REILLY BROTHERS NURSERIES**, and wish a testimonial in regard to the character of the trees which I had bought of them. I must say all their stock was first-class and everybody whom I recommended were pleased, especially as it was shipped to us in fine shape and also true to name.

I am pleased to have a word to say that there are no better trees ever have been sold in this county, if as good, as those purchased from **REILLY BROTHERS**. Their trees, roses, in fact all stock bought from them was exactly as represented.

Yours truly,

**JOHN BURGESS,**  
Elm Avenue,  
Bogota, N. J.

Box 207.

Middletown, O., Jan. 1, 1917.

The Rowan Wholesale Nurseries,  
Dansville, N. Y.

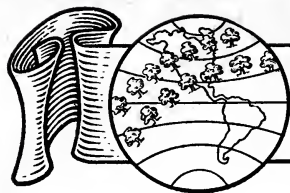
Gentlemen:

Your letter of Dec. 20th received. Please excuse delay in answering you. I bought a small order from Reilly Brothers, Peaches, Plums and Raspberries. They were all splendid, and grew finely, I never saw better Peach trees. They have only had two years growth and are large enough to bear some this year. If I were in the market to buy, I would surely give you my order. Having a river bottom farm I can't do much in fruit except for my own use.

Yours,

**L. L. KEMP, RD 1.**



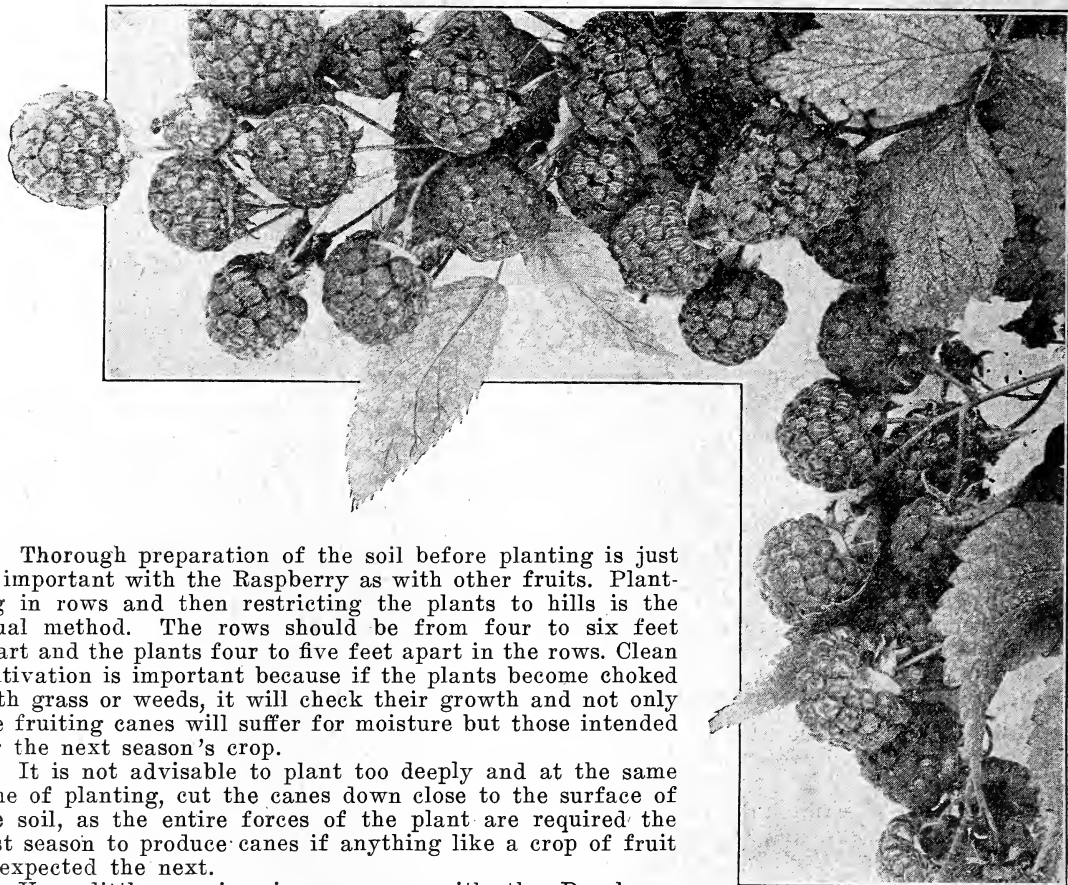


# THE ROWAN WHOLESALE NURSERIES

DANVILLE, NEW YORK.



## Raspberries



Thorough preparation of the soil before planting is just as important with the Raspberry as with other fruits. Planting in rows and then restricting the plants to hills is the usual method. The rows should be from four to six feet apart and the plants four to five feet apart in the rows. Clean cultivation is important because if the plants become choked with grass or weeds, it will check their growth and not only the fruiting canes will suffer for moisture but those intended for the next season's crop.

It is not advisable to plant too deeply and at the same time of planting, cut the canes down close to the surface of the soil, as the entire forces of the plant are required the first season to produce canes if anything like a crop of fruit is expected the next.

Very little pruning is necessary with the Raspberry except to go over the plantation after fruiting and cut close to the ground all of the old and weak canes. Some growers believe, however, that the bearing canes should be pruned in the Spring by heading back the leading shoots and shortening the lateral ones. They claim that when pruned in this manner, the fruit will be larger and the plant will yield as many quarts as though the canes were left their full length.

### PRICES FOR ALL VARIETIES OF RASPBERRIES

	Per 10	100	1000
Columbian (Purple) .....	\$ .45	\$2.00	\$13.50
Cumberland (Black) ....	.45	2.00	13.50
Cuthbert (Red) .....	.45	2.00	13.50
Eaton (Red) .....	.45	2.00	13.50
Golden Queen (Yellow) ..	.45	2.00	13.50
Gregg (Black) .....	.45	2.00	13.50

Kansas (Black) .....	.45	2.00	13.50
King (Red) .....	.45	2.00	13.50
Loudon (Red) .....	.45	2.00	13.50
Marlboro .....	.45	2.00	13.50
Ohio (Black) .....	.45	2.00	13.50
Plum Farmer (Black) ...	.45	2.00	13.50
Ruby (Red) .....	.45	2.00	13.50
Shaffer's Colossal (Pur.)	.45	2.00	13.50
St. Regis Everbg. (Red) .	.50	2.50	15.00

### SELECT VARIETIES OF RASPBERRIES

**COLUMBIAN (Purple)**—This is the best Purple Raspberry grown.

**CUMBERLAND (Black)**—A healthy, vigorous grower, throwing up stout stock, well-balanced canes that produce immense crops of magnificent berries.

**CUTHBERT (Red)**—One of the most valuable of the older varieties; hardy, healthy and productive; canes are strong and vigorous.

**EATON (Red)**—Is recommended as a very strong grower and good bearer.



# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## SELECT VARIETIES OF RASPBERRIES—Continued

**GOLDEN QUEEN** (Yellow)—Similar to the Cuthbert of which it is a seedling, except in color, which is that which its name implies.

**GREGG** (Black)—Very productive, large size, firm meaty berries, covered with heavy bloom.

**KANSAS** (Black)—Strong, vigorous grower. bearing large crops. Early ripening;

**KING** (Red)—Medium, round, light crimson; moderately firm, and of good quality. An early variety.

**LOUDON** (Red)—Large, deep red, of good quality.

**MARLBORO** (Red)—Large size, light crimson color; good quality and firm. Vigorous and productive.

**OHIO** (Black)—A strong growing sort; large and very productive.

**PLUM FARMER** (Black)—It ripens very early and quickly. The fruit is of large size, often measuring an inch in diameter. It sells at the highest price.

**RUBY** (Red)—Ripens a few days before Cuthbert. The fruit holds out large to the last picking and arrives in the market in good condition.

**SHAFFER'S COLOSSAL** (Purple)—Large, soft, with sub-acid flavor. Plant hardy, vigorous and productive. Medium to late.

**ST. REGIS** (Ever-bearing Red Raspberry)—Fruit commences to ripen with the earliest and continuing on young canes until October.

## Grapes

There is scarcely a yard so small, either in country or city, that room for one or a dozen Grape vines cannot be found. They do very well trained up to the side of any building, or along the garden fences, bound to a trellis or trained over an arbor, occupying but little room and furnishing an abundance of the healthiest fruit. While the vines have their likes and dislikes as to soil, they never insist on them, and will grow about anywhere.

As a commercial venture, Grapes offer many advantages. They show large returns on the investment, as they meet with ready sale, and bring good prices on all markets. A handsome profit can be realized on Grapes planted on hillsides too steep for other crops. Grapes are universally considered one of the most healthful of fruits.

In vineyard culture the soil should be dry, and if not so naturally should be drained. Almost any soil will produce good Grapes. If the field is in sod, plow into lands of about 9 feet wide, and set the plants in the bottom of the dead furrow. The plants should stand 8 feet apart in the row. Be particular to have the plants set in a straight line on account of the trellis, which is to be erected later, as well as for convenience in future cultivation. Allow the vines to grow the first season without pruning.

### PRICES FOR ALL VARIETIES OF GRAPES

#### Two Year Vines

Each	Ten	Hundred
\$ .15	\$1.00	\$5.50

#### BLACK GRAPES

**BARRY** (Late)—Barry is one of the best quality Black Grapes.

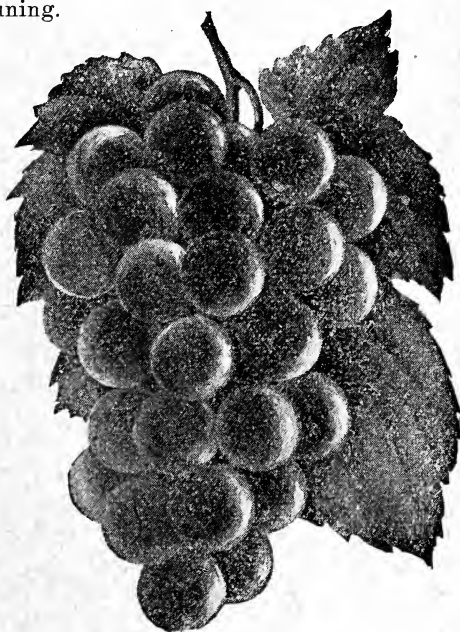
**CAMPBELL'S EARLY** (Very early)—Strong grower, with large, healthy foliage, productive.

**CONCORD** (Mid-season)—Decidedly the most popular grape in America, and deservedly so. Bunch large, shouldered, compact; berries large, covered with rich bloom; skin tender, but sufficiently firm to carry well to distant markets; flesh juicy, sweet, pulpy, tender; vine a strong grower, very hardy, healthy and productive. For general cultivation most reliable and profitable.

10c each, 75c per 10, \$4.00 per hundred.

**IVES** (Mid-season)—Medium size, jet black grape, covered with a light blue bloom.

**WORDEN**—This excellent grape is hardy, healthy, vigorous and productive.



CONCORD





# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



### SELECT VARIETIES OF GRAPES—Continued

**MOORE'S EARLY** (Very early)—Equal to Concord in quality, health, and hardiness, but ripening some ten days earlier.

**EATON** (Mid-season)—Ripens with Concord or a little earlier.

#### RED OR AMBER GRAPES

**AGAWAM** (Very late)—A large round, dull purple red grape.

**BRIGHTON** (Mid-season)—Coppery red, becoming purplish; bunches large and loose; berries large, vinous, rich, sweet and of the best quality.

**CATAWBA** (Mid-season) — Berries large, round; when fully ripe of a dark copper color with sweet, rich, musky flavor.

**DELAWARE** (Mid-season)—One of the finest of our native grapes. The vine is comparatively slender, but grows freely, and is perfectly hardy in this climate; ripens early.

#### WHITE GRAPES

**DIAMOND** (Mid-season)—A strong grower and quite healthy and hardy; very productive.

**LADY WASHINGTON** (Mid-season) — A handsome grape of good quality; berry large, bunch very large, double shouldered, and of fine yellow color.

**NIAGARA** (Mid-season) — A magnificent white grape and very valuable for both garden and vineyard. A rank grower and very productive of beautiful bunches of the largest size. Berries large, with a tough skin; quality good. Ripens about with Concord.

**POCKLINGTON** (Mid-season)—Very large and showy in both bunch and berry. Compact and of a beautiful golden color.

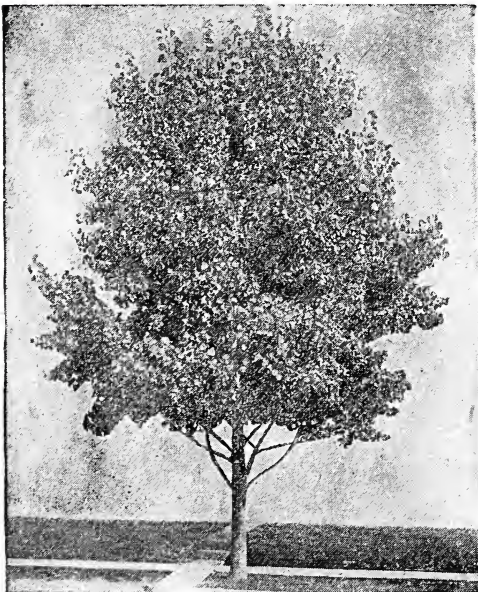
## Nut Trees

**AMERICAN SWEET CHESTNUT**—Valuable as a nut producing tree and for timber. 4 to 5 ft., 50c each.

**BUTTERNUT**—A native tree, of well known worth. 4 to 5 ft., 50c each.

**ENGLISH WALNUT**—Fruit in great demand and planted extensively of late years. A tall growing tree with spreading head, produces large crops of thin shelled nuts. Trees fairly hardy. 2½ to 3 ft., 60c each.

## Upright Deciduous Trees



CAROLINA POPLAR

**AMERICAN ELM**—With their wide-spreading, gracefully curving branches growing up in a form which is like the outline made by a bunch of long-stemmed flowers in a tall vase, they are perhaps the handsomest American lawn trees. 6 to 8 ft., 50c each; 8 to 10 ft., 75c each, \$6.50 for 10.

**BECHTEL'S DOUBLE-FLOWERING CRAB** (Pyrus Coronaria)—One of the most beautiful of the many fine varieties of flowering crabs. Tree of medium size, covered in early spring with large, beautiful, double, fragrant flowers of a delicate pink color. Price, 4 ft., 75c each.

**BEECH** (Purple)—Grow large, spreading and majestic. Smooth gray bark and the purple leaves are its strong points. 4 to 5 ft., \$1.00.

**BIRCH** (European White)—The birches are very ornamental and very hardy trees. Slender, graceful habit and conspicuous white trunks. 50c each.

**HORSE CHESTNUT** (European)—This is the common Horse-Chestnut, so popular and so widely planted on street and lawns. 4 to 5 ft., 50c each.



# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## UPRIGHT DECIDUOUS TREES—Continued

### CATALPA

**BUNGEI** (Umbrella Catalpa)—Grafted on stems six to eight feet high. It makes an umbrella-shaped top without pruning. Perfectly hardy, and flourishes in almost all soils and climates. Leaves large, glossy, heart-shaped, deep green. Price \$1.00 each.

**SPECIOSA**—Valuable for timber, fence posts, etc., possessing wonderful durability. A very ornamental and valuable tree. 6 to 8 ft., 40c each, \$3.50 per 10.

### OAK

**PIN OAK**—Foliage deep green. A good grower. \$1.00 each.

**AMERICAN WHITE**—Large size and spreading branches. Leaves pale green. \$1.00 each.

**RED**—American tree of large size, foliage purplish-red in the fall. \$1.00 each, 10 for \$7.00.

### POPLAR

**CAROLINA**—One of the most rapid growing trees, with large, handsome, glossy, deep green leaves. Succeeds everywhere; especially adapted to cities, where it makes unusually fast growth and resists smoke and gas. Pyramidal in form, making a spreading head and dense shade when properly trimmed. It is unexcelled for quick growth and effect; makes a splendid windbreak or screen. 3 to 4 ft., 15c each, 10 for \$1.20, 100 for \$10.00; 6 to 8 ft., branched, 20c each, 10 for \$1.50, 100 for \$11.00; 8 to 10 ft., branched, 25c each, 10 for \$2.00, 100 for \$17.50; 10 to 12 ft., branched, 30c each, 10 for \$2.50, 100 for \$20.00.

**LOMBARDY**—A very distinct, well-known variety, of rapid growth, and tall narrow form. 40c each, 10 for \$3.50.

### LINDEN

**EUROPEAN**—A very pyramidal tree with large leaves and fragrant flowers. 6 to 8 ft., 50c each.

**AMERICAN** (Basswood)—A rapid growing, beautiful tree, with large broad leaves and fragrant flowers. Both Lindens make fine street or shade trees. 6 to 8 ft., 50c each.

### MAPLES

**ASH LEAVED**—A fine rapid growing variety with light green foliage and spreading head. Very hardy. 8 to 10 ft., 75c each.

**NORWAY**—Typical maple trees, large and bright green, fading to gold in the fall. Trunk and branches are sturdy and strong, lending an effect of ruggedness. Growth is fast. The tree is large—towering a hundred feet high when fully grown. 6 to 8 ft. 60c each, \$5.00 per 10; 8 to 10 ft. 75c each, \$6.50 per 10; 10 to 12 ft. \$1.00 each, \$9.00 per 10.

**SUGAR OR ROCK**—Straight, spreading, symmetrical, of grand proportions, often 120 feet in height, and long-lived. 6 to 8 ft. 60c each, 10 for \$5.00; 8 to 10 ft. 75c each, 10 for \$6.50; 10 to 15 ft. \$1.50 each, 10 for \$12.00.

**SILVER**—The name is from the color of its leaves. Underneath these are the same shade as new, bright silver, on top they are light green. Branches are slim and dainty, rather than heavy, and the habit or form of growth is spreading. 6 to 8 ft. 50c each, \$4.00 per 10; 8 to 10 ft. 60c each, \$5.00 per 10; 10 to 15 ft. 85c each.

### MAGNOLIAS

The Magnolias are the foremost of flowering trees. Their flowers, immense in size, are varied in colors, and often highly fragrant. The foliage is massive or beautifully glossed and they are always handsome features in the landscape. We have an excellent assortment of Magnolias; white, pink and purple. They are strong, bushy trees. 3 to 4 ft. in height, \$1.25 each; 10 for \$10.00.

## Evergreen Trees and Shrubs

A carefully selected planting of evergreens not only adds greatly to the appearance of the home grounds in Summer, but in the Winter when the landscape is barren, the absence of other color tends to increase the intensity of the rich green of the evergreens and bring out their beauty in a striking manner.

Evergreens are rather difficult to transplant, and should not be planted in the Fall. In planting the soil should be firmly and thoroughly pressed down in close contact with the roots. It is essential to water heavily at transplanting time, and for several weeks thereafter.

If the soil about the newly transplanted evergreens is kept mulched with well-rotted leaves, straw manure, or grass clippings, the rapid evaporation of moisture is prevented, and the roots protected from sudden changes of temperature during the Winter. Avoid exposure of roots to the sun and air when transplanting.

We catalogue only those varieties that we can recommend, and which are most successfully transplanted.





# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



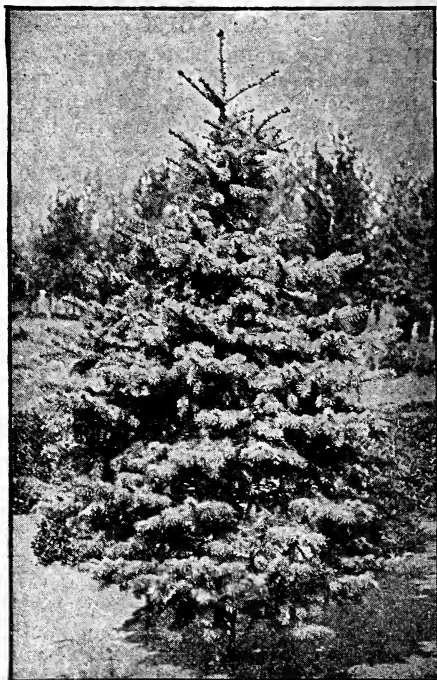
### EVERGREEN TREES

#### COLORADO BLUE SPRUCE (*Picea Pungens*)

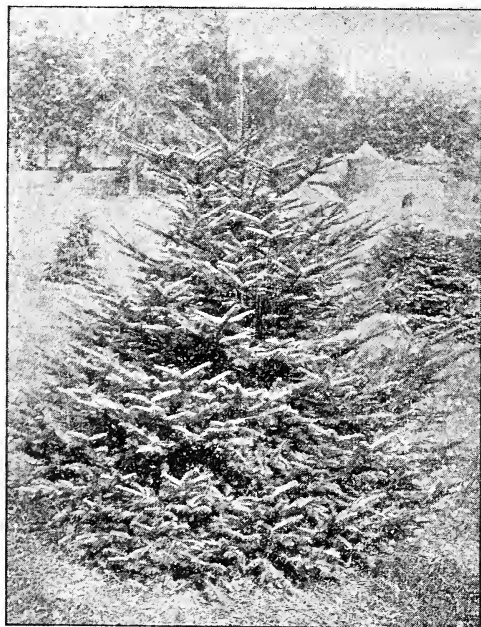
—The Blue Spruce is the most beautiful of all conifers. Its silvery foliage, glistening in the sunlight, makes it surpass in beauty any other evergreen. It is very hardy, a good grower, will withstand severe winters and excessive moisture, and is very easily transplanted. Small size, \$1.00 each; larger size, \$2.00; 4 ft., \$8.00.

**P. VAR. KOSTERIANA** (Kosters Blue Spruce)—This variety is identical with the type. Foliage silvery blue; the bluest strain that can be selected; grafted from the famous Koster variety. 15-18 in., \$1.75; 2 ft., \$2.50; 3 ft., \$3.00; 4 ft., \$7.00.

**NORWAY SPRUCE** (*Picea Excelsa*)—A lofty tree of perfect pyramidal form, remarkably elegant and rich, and as it gets age, has fine, pendulous branches; it is exceedingly handsome and picturesque. Very popular, and deservedly so. One of the best evergreens for hedges and wind-breaks. 10-15 in., 2 yr. transplanted, 15c each, \$1.00 per 10, 9.00 per 100; 18-24 in., 2 yr. transplanted, 25c each, \$2.25 per 10, \$20.00 per 100; 2-3 ft., 3 yr. transplanted, 35c each, \$3.00 per 10.



BLUE SPRUCE



BALSAM FIR

**IRISH JUNIPER** (*J. Hibernica*)—Erect and tapering in growth forming a pillar of deep green foliage. A general favorite for cemetery planting, and useful for formal planting with other evergreens and for small yards, rockeries, etc. 2-3 ft., 50c each, \$4.00 per 10.

**PINUS AUSTRIACA** (Austrian or Black Pine)—A robust-growing variety, with long, dark green, stiff needles. Does well on all soils and is one of the best evergreens for seashore planting. 2 ft., 75c; 3 ft., \$1.00.

**P. MUGHUS** (Dwarf Mugho Pine)—Of the highest value where a low dense spreading growth is desired. Very dark foliage and extremely hardy. 12 in., 65c; 18 in., \$1.00; 2 ft., \$2.00.

**P. STROBUS** (White Pine)—The most valuable of all evergreens for timber purposes. A well-grown individual tree, with its light, silvery foliage is always highly ornamental. In age this pine is most impressive. Useful for hedges, as it can be clipped like a shrub. 2½-3 ft., 50c; 4 ft., 90c; 5 ft., \$1.50.

### AMERICAN ARBOR VITAE

No Evergreen, either native or introduced will endure so much hardship and grow on so great a variety of soils as the American Arbor Vitae.

For Hedge purposes it is unsurpassed.

By planting quite close together, their branches interlock closely, forming a barricade through which cold, piercing winds cannot penetrate. 1-2 ft., 25c each, \$2.00 per 10, \$15.00 per 100; 2-3 ft., 30c each, \$2.50 per 10, \$20.00 per 100.





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## EVERGREEN SHRUBS

**BALSAM FIR** (*A. Balsamea*)—Very erect and regular, pyramidal in shape; foliage dark green and lustrous above, pale on under side. Grows rapidly and is hardy. 18-24 in., 40c each, 10 for \$3.50; 3-4 ft., \$2.25 each, 10 for \$20.00.

**HEMLOCK** (*P. Canadensis*)—A most graceful and beautiful variety. Branches droop, and the dark, bluish foliage is very delicate. 2-3 ft., \$1.00; \$9.00 per 10; 4-5 ft., \$1.25 each; \$10.00 per 10.

**RETINISPORA** (*R. Var. Gracilis*)—A dwarf variety rather irregular in habit with short, dark green foliage. 1½-2 ft., \$1.25; 2-2½ ft., \$2.00; 3 ft., \$3.00.

**SIBERIAN ARBOR VITAE** (*T. Var. Siberica*)—Exceedingly hardy, keeping color well in winter; growth compact and pyramidal; makes an elegant lawn tree of great value for ornament, screens and hedges. \$1.00 each.

**RHODODENDRON** (*Rose Bay*)—Through its blooming season in June and July, no shrub in Nature's garden the world over can com-

pare with this. In winter the great, leathery leaves of the *Rhododendrons* forms rich banks of green, quite different in character and color-tone from the tints of the conifers. They will grow in any good soil, but are finest in a somewhat sheltered location where the soil is deep, well drained, and mulched with leaves. We have them in a variety of colors; white, red, and purple being the most attractive, strong, bushy plants, well set with flower buds. 12-18 in., 70c each, 10 for \$6.00; 18-24 in., \$1.00 each, 10 for \$8.50.

**HOLLY-LEAVED ASHBERRY** (*Mahonia Aquifolia*)—The handsome, prickly foliage, is deep, glossy green in spring, turning to bright bronze in winter. In May little yellow flowers are produced. One of the most popular of Dwarf Shrubs. 10-12 in., 45c each, 10 for \$4.00.

**MOUNTAIN LAUREL** (*Kalmia Latifolia*)—Glossy green, shining foliage; bears flowers in large clusters and delicate pink in color. Hardy even in Northern England. 15-18 in., \$1.25 each, \$11.00 per 10.

## THE EVERBLOOMING BUTTERFLY BUSH

The name **BUTTERFLY BUSH** was applied to it because it seems to attract butterflies in large numbers. Particularly we notice that it is not alone the common little yellow species of butterfly, but also the large and gorgeously colored butterflies that swarm about it as though vieing with it in brilliancy of color. This shrub from a young plant set out either in the Spring or Fall, will mature to full size the first Summer, producing a handsome bush, which the first year often attains a height of four feet. It produces long, graceful stems, which terminate in tapering panicles of beautiful lilac-colored flowers that are of miniature size and borne by the hundreds on a flower head which is frequently 10 inches long. 35c each.

## Hardy Climbing Vines

**AMPELOPSIS VETCHII** (*Boston Ivy*)—This is one of the finest climbers we have for covering walls, as it clings to the smoothest surface, covering it smoothly with overlapping foliage, giving it the appearance of being shingled with green leaves. Strong plants, 35c each.

**AMERICAN IVY OR VIRGINIA CREEPER** (*A. Quincefolia*)—A native vine of rapid growth, with large luxuriant foliage, which in autumn assumes the most gorgeous crimson and purple coloring. 25c each.

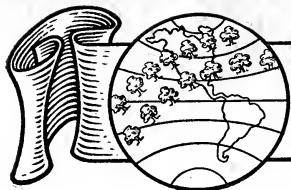
**HALL'S JAPAN HONEYSUCKLE**—Nearly an evergreen climber, retains its leaves until Mid-Winter. It flowers in abundance from July to December and is the most fragrant of all varieties. 25c each.

**BIGNONIA OR TRUMPET VINE**—An old favorite grown in most every garden. Flowers perfectly trumpet shaped, bright scarlet. A rapid grower; blooms almost continuously through the summer. 25c each, 5 for \$1.00.



MOUNTAIN LAUREL





# THE ROWAN WHOLESALE NURSERIES

## DANSVILLE, NEW YORK.



### ORNAMENTAL DEPARTMENT — Continued

**WISTARIA, CHINESE PURPLE**—A most beautiful climber of rapid growth and producing long, pendulous clusters of pale blue flowers. 35c each.

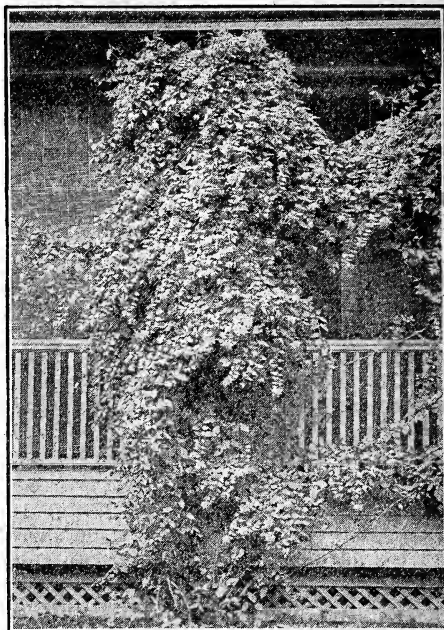
**DUTCHMAN'S PIPE**—A strong and rapid growing tropical vine with magnificent brown flowers. Gives quick and dense shade. 50c each.

#### CLEMATIS

**HENRYI**—It is not only a vigorous grower, but a remarkably free and continuous bloomer, beginning with the earliest and holding on with the latest. Flowers large, of a beautiful creamy white, with reddish chocolate anthers. 35c each.

**JACKMANNI**—The well-known large flowering blue Clematis. The beautiful flowers, when fully expanded, measure four to six inches in diameter. Intense violet purple, with a rich velvety appearance, distinctly veined. 35c each.

**PANICULATA**—The small flowering, sweet-scented Japan Clematis. One of the most vigorous, beautiful and desirable of all climbers. In late summer it produces dense sheets of medium size, pure white flowers. 25c each.



HALL'S HONEYSUCKLE

#### HEDGE PLANTS

Modern home makers are planting hedges in lieu of the discarded fence, at little extra cost and vast increase of sightliness. There are numerous deciduous and evergreen shrubs that may be used to advantage for hedge purposes. The ones we list here are the most popular and trustworthy.

To secure a good hedge it is necessary to plant well. Dig a trench about 2 feet deep and 2 to 3 feet wide. If the soil is good, and rich, it may be replaced but if of doubtful character, mix in some better. Apply about three inches of rotted manure or an equivalent in commercial fertilizer, and mix the entire heap thoroughly before returning to the trench. In planting a privet hedge, if the plants are to be in a single row, set them about twelve inches apart; if in a double row, about eighteen inches apart each way and alternately. The single row is very effective, but naturally the double row makes a wider and denser hedge. No matter how strong the plants, cut back severely at planting, and covering the branches a little above the crown makes density. Trimming should commence after the plants are well established; in Spring before the buds swell, and again in July, also sometimes after unusually strong growth, later in the Summer.

Work the soil thoroughly into the roots. Settle the ground firmly so that each plant will set as solidly as a post. Mulching heavily with some coarse material for a distance of one or two feet on both sides is a good plan, especially with evergreens. All exposure of the roots to sun and air should be strictly avoided. Honey Locust should be planted 8-10 inches apart; Japan Quince, 15-18 inches apart; Barberry Thunbergii, 12-15 inches apart.

Other shrubs and evergreens will also be found desirable for ornamental hedging, such as Roses, Altheas, Spirea, American Arbor Vitae, descriptions of which you will find on other pages of this catalogue. A studied assortment of the taller growing shrubs, planted with regard to color and foliage contrast and different blooming seasons, affords an excellent opportunity for pleasure and artistic effects.

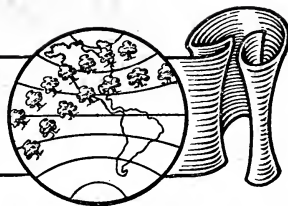
**GOLDEN PRIVET**—Almost an evergreen. The growth is free, bushy and compact. The closely set green leaves are heavily margined with golden yellow, covering the greater part of them. The color holds re-

markably well during the season. It produces a unique effect when planted as a hedge and can be kept to any size, either high or low. 50c each, \$4.00 per 10.





# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## ORNAMENTAL DEPARTMENT—Continued

**HONEY LOCUST**—Very hardy, and the cheapest and best for defensive hedges. Makes a strong and long-lived hedge. 15c each; \$1.00 per 10; \$7.00 per 100.

**BARBERRY THUNBERGII**—A comparatively new shrub of low growing habit, seldom ever four feet, unrivaled for beauty. Foliage is a bright green until autumn when it changes to brilliant tints of crimson and yellow. The conspicuous crimson berries remain on throughout the winter, giving a very pleasing effect. 12-18 in., 20c each, \$1.50 per 10, \$10.00 per 100; 2-3 ft., 25c each, \$2.00 per 10, \$12.50 per 100.

**CALIFORNIA PRIVET**—Whether on a farm, or in a city, California Privet helps greatly to complete the homestead and makes for satisfaction and contentment in the daily life of those who dwell there. Park, cemetery, walk, drive, church grounds—all can use California Privet to very great advantage.

	Each	10	100	1000
18-24 in.	\$.10	\$.75	\$4.00	\$30.00
2-3 ft.	.15	1.00	5.00	40.00

### ORNAMENTAL SHRUBS

**ALTHEA** (Rose of Sharon)—Unsurpassed by any other shrub for freedom of bloom. From mid-summer until frost, when few other shrubs are in bloom, the Althea blossoms freely. Grows four to six feet tall. They have rich foliage and bear large flowers. We have the following varieties at 25c each, \$2.00 per 10.

**Boule De Feu**, very double, deep red.  
**Ardens**, the familiar, double, purplish blue.  
**Jeanne De Arc**, double, pure white  
**Speciosa**, double, rosy pink.

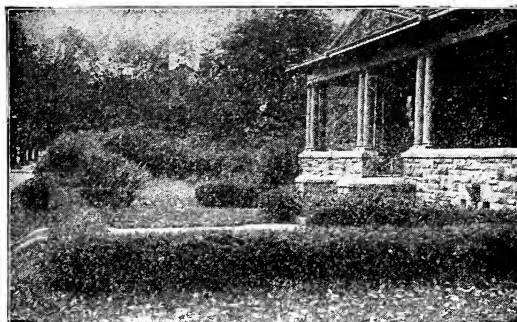
**TREE ALTHEAS**—We can furnish an assortment of varieties in tree form. Nice stocky specimens 3 feet high. 35c each, 10 for \$3.00.

**AZALEA** (Ghent Portica)—A splendid assortment of hybrids in assorted colors. In the early spring the Azaleas are resplendent with bloom and make the most gorgeous show of color. 75c each, 10 for \$6.50.

**CALYCANTHUS OR SWEET-SCENTED SHRUB**—The Calycanthus is one of the most desirable shrubs. The wood is fragrant, foliage rich, flowers of a chocolate color, having an agreeable odor. They blossom in June and at intervals afterwards. 25c each, \$2.00 per 10.

### DEUTZIA

Their hardihood, fine habit, luxuriant foliage, and profusion of attractive flowers, render the Deutzia among the most beautiful and deservedly the most popular of flowering shrubs. 25c each, \$2.00 per 10.



### HEDGES

**CRENATA** (Double-flowered Deutzia)—Flowers double white, tinged with rose. 25c each, \$2.00 per 10.

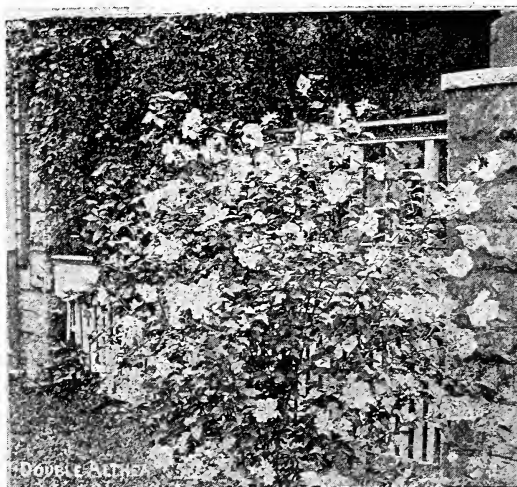
**CANDIDISSIMA** (Double White-flowered Deutzia)—Similar in habit to the preceding, but pure white and double. 25c each, \$2.00 per 10.

**GRACILIS** (Slender-branched)—Fine for pot culture, as it flowers freely in a low temperature in the winter. 25c each, \$2.00 per 10.

**LEMOINEII**—Flowers pure white, bordering on stout branches, which are of upright growth. Habit dwarf and free-flowering. 50c each, \$4.00 per 10.

**PRIDE OF ROCHESTER**—It excels all the older sorts in size of flower, length of panicle, profuseness of bloom and vigorous habit. 25c each, \$2.00 per 10.

**GOLDEN BELL** (Forsythia)—These are pretty shrubs of medium size. The flowers are drooping, yellow, and appear very early in spring before leaves. 25c each, \$2.00 per 10.



ALTHEA





# THE ROWAN WHOLESALE NURSERIES

## DANSVILLE, NEW YORK.

### ORNAMENTAL DEPARTMENT—Continued

**Fortune's Forsythia**—Growth upright, foliage deep green, flowers bright yellow.

**Weeping Forsythia**—A shrub resembling Fortuneii in its flowers, but the growth is drooping. 25c each, \$2.00 per 10.

**Viridissima**—A fine hardy shrub. Leaves and bark deep green, flowers deep yellow, Very early in spring. 25c each, \$2.00 per 10.

**HONEYSUCKLE, UPRIGHT** (Lonicera)—The following species and varieties are of erect, shrubby habit, and form beautiful specimens when properly trimmed. 25c each, \$2.00 per 10.

**Fragrantissima**—Deep green foliage and very fragrant small flowers, which appear before the leaves; foliage almost evergreen. 25c each, \$2.00 per 10.

**Red Tartarian**—A well known old fashioned sort which blooms in May. It has slender and upright branches, with small bright pink flowers followed by red or orange yellow berries. 25c each, \$2.00 per 10.

**White Tartarian**—Same as the Red Tartarian, except in its beautiful white flowers. 25c each, \$2.00 per 10.

**HYDRANGEA, PANICULATA GRANDIFLORA**—Is perfectly hardy everywhere. The flowers are white, borne on immense pyramidal panicles nearly a foot in length. It commences bearing in July and continues until November. Extra large, 40c each, \$3.50 per 10; Medium, 30c each, \$2.50 per 10.

**TREE HYDRANGEA**—Same as Hydrangea P. G., except in tree form. Grafted on Hydrangea stalk. 75c each, \$6.00 per 10.

**HYDRANGEA, AMERICAN EVERBLOOMING**—Attains a height of five or six feet, with nearly the same breadth. The profusion of bloom of this new Hydrangea is very unusual. 50c each, 10 for \$4.00.

**LILACS** (Syringa)—The lilac among the shrubs is like the maple among the trees. "The most common and most indispensable."

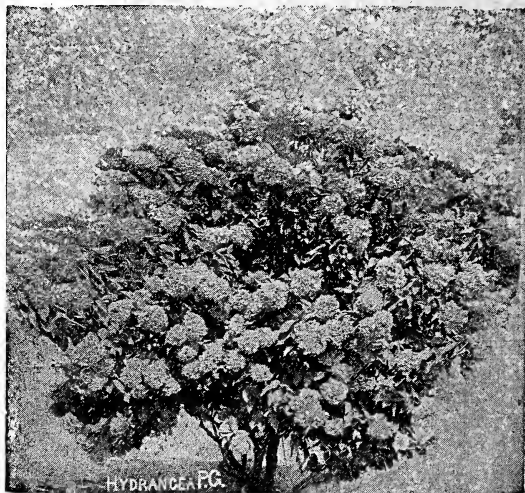
**Common Purple**—The well-known lilac of the old-time garden, hardy and vigorous. Blooms of medium size; bluish purple. 50c each, 10 for \$4.00.

**Common White**—Same as above except with white flowers. 50c each, 10 for \$4.00.

**S. V. PRESIDENT GREY**—A beautiful new variety, with large, double flowers in clusters ten inches long and blue in color. 50c each, 10 for \$4.00.

**PLUM** (Prunus Pissardi)—The wood and leaf are of a peculiarly vivid dark purple, holding the color well through the entire season. It also produces a black fruit of ornamental appearance early in the season. 40c each, 10 for \$3.50.

**PURPLE FRINGE OR SMOKE TREE**—A large and very ornamental shrub with curi-



HYDRANGEA

ous hair-like flowers of a pinkish brown color. 35c each, 10 for \$3.00.

**SPIRAEA, ANTHONY WATERER**—A beautiful variety with broad heads of deep pink flowers. Grows two to three feet high, making a shapely bush. Blooms almost continuously from June throughout the season. 25c each, \$2.00 per 10.

**SPIRAEA, BILLARDI**—Rose colored. Blooms nearly all summer. 25c each, \$2.00 per 10.

**SPIRAEA, DOUBLE-FLOWERED PLUM-LEAVED**—Pure white flowers like white daisies, in May. 50c each, \$4.00 per 10.

**FORTUNE'S SPIRAEA**—Has large panicles of deep rosy blossoms; grows freely and blooms nearly all summer; fine. 25c each, \$2.00 per 10.

**SPIRAEA, GOLDEN** (Aurea)—An interesting variety, with golden yellow tinted foliage, and double white flowers in June. Very conspicuous. 35c each, \$3.00 per 10.

**SPIRAEA, VAN HOUTTE**—Without doubt the finest variety in the collection. At the flowering season in May and early June the plant is covered with a mass of large, white flowers, presenting a beautiful appearance. Very hardy. 25c each, \$2.00 per 10.

#### SUMACH—Rhus

**CUT-LEAVED SUMACH**—Moderate size, with deeply cut leaves, resembling fern leaves; dark green above and glaucous below, and turning to a rich red in autumn. 50c each, \$4.00 per 10.

**CUT-LEAVED STAGHORN SUMACH**—A picturesque form, with handsome leaves and deeply cut leaflets. 75c each, \$6.00 per 10.

**STAGHORN SUMACH**—A large shrub or tree, brilliant foliage and scarlet fruit in autumn. 50c each, \$4.00 per 10.



# GENESEE VALLEY'S LEADING WHOLESALE NURSERY



## ORNAMENTAL DEPARTMENT — Continued

**ELDER, GOLDEN-LEAVED**—Beautiful variety with light yellow leaves, which hold their color well and render the plant very conspicuous and effective. 35c each.

**QUINCE, JAPAN**—Dark green foliage, and showy, deep scarlet flowers of good size, produced singly or in masses along the branches. 25c each, \$2.00 per 10.

## Roses

We have attempted to describe and classify in this catalogue only such varieties as are properly suited for general culture and which may be grown successfully under ordinary methods of cultivation by the amateur. Every garden may be made to give an abundance of Roses in season.

Our bushes are grown out of doors, in ordinary soil, and are as hardy and vigorous as it is possible to produce. If planted properly and cared for, they will give perfect satisfaction.

Rich soil, and good cultivation are necessary to produce satisfactory results. In planting, use plenty of old composted stable manure, which should be worked into and thoroughly mixed with the soil, but should not be thrown into the hole or allowed to come into direct contact with the roots. The holes should be dug large enough to allow the roots to spread out in their natural position. Cover the roots with fine, moist soil, being careful to work it around and under the plants so that there may be no vacant spaces. Press firmly down on the roots. This is important, as, if not done, the plants are liable to dry out before they can make a start. Inasmuch as roses bloom on the present season's growth, judicious pruning is essential, new growth is sure to increase bloom. If Winter protection is necessary, a good plan is to hill the earth up around the bush three or four inches, then cover with dead leaves or some such coarse material. In the early Spring, before sap starts, cut off the dead tips. In planting a rose bed, the plants should be set twelve to fifteen inches apart.

### SELECT VARIETIES OF ROSES HYBRID PERPETUALS

**ALFRED COLOMB**—Extra large, round flower and full; color bright carmine crimson. One of the very best dark, colored sorts. 25c each, \$2.25 per 10.

**CAPTAIN HAYWARD**—Bright scarlet, very vivid in summer and glowing in autumn. Large, full and bold, making a flower of striking beauty. 25c each, \$2.25 per 10.

**CAPTAIN CHRISTY**—Delicate flesh pink, shading deeper at center. Double flowers of bright, satiny appearance. 25c each, 2.50 per 12.

**CLIO**—A grand addition to the white or blush hardy garden roses. Flower is simply perfect in form and magnificent in all stages of growth. Plant strong and vigorous, with large, handsome foliage. Without question the finest white hybrid. 25c each, \$2.25 per 10.

**COUQUETTE DES ALPS**—Large, full, finely formed flower; color white, sometimes faintly tinged with faint blush. Profuse bloomer. 25c each, \$2.25 per 10.

**COUNTS OF OXFORD**—A seedling from the Victor Verdier; bright carmine, fading in the sun. Very large and full; not fragrant. Wood almost thornless. Foliage very handsome, large and distinct. Fine in bud, valuable for forcing. 25c each, \$2.25 per 10.

### EVERBLOOMING ROSES

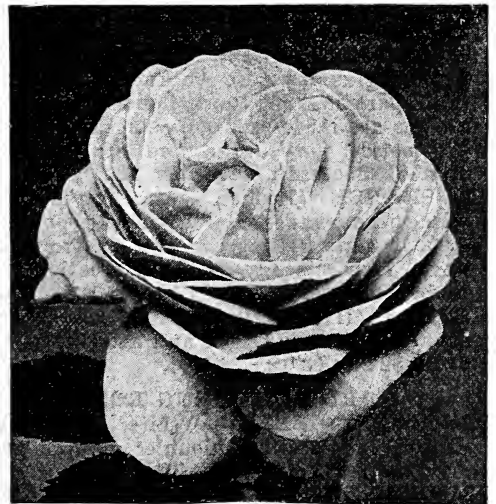
**FRAU KARL DRUSCHKI**—A pure white large sized, and free flowering. It is a re-

markably handsome plant with bright, heavy foliage and strong, upright growth. 35c each, \$3.50 per 12.

**GENERAL JACQUEMINOT**—It holds first place among the dark red roses. A rich, crimson scarlet. 25c each, \$2.25 per 12.

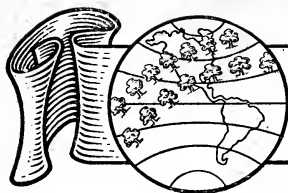
**GENERAL WASHINGTON**—Brilliant red, good bloomer, hardy everywhere. 25c each, \$2.50 per 12.

**HUGH DICKSON**—Intense crimson, shaded scarlet; very large, full and magnificent form, with high pointed center; growth upright and vigorous, free and continuous



CLIO





# THE ROWAN WHOLESALE NURSERIES

## DANVILLE, NEW YORK.



### ROSES—Continued

blooming; the finest of all autumn roses, highly perfumed. 35c each, \$3.50 per 12.

**MARSHALL P. WILDER**—Vigorous grower, with clean, healthy foliage, flowering profusely and long after others are out of bloom. Color is a bright cherry carmine. 25c each, \$2.25 per 12.

**MARGARET DICKSON**—Of magnificent form; white with pale flesh center; petals very large, shell-shaped, and of great substance. 25c each, \$2.25 per 12.

**MAGNA CHARTA**—Extra large, full flower of fine form; bright rosy pink in color; hardy, and an excellent bloomer. 25c each, \$2.50 per 12.

**PAUL NEYRON**—This is regarded as the largest rose in cultivation; is a free bloomer, hardy, and desirable; color deep, clear rose. 20c each, \$2.00 per 12.

**PERSIAN YELLOW**—Bright yellow, hardy and vigorous, a good sort, and popular. 25c each, \$2.25 per 12.

**SOLEIL d'OR**—Large, full and globular, fragrant buds, conical shaped; color varying from gold and orange yellow to reddish gold, shaded with nasturtium red. 35c each, \$3.50 per 12.

### HYBRID TEA AND TEA SCENTED EVER-BLOOMING ROSES

**HELEN GOULD** (Hybrid Tea)—A true sport from Maman Cochet, duplicating its habit and foliage; delicate pink. 30c each, \$3.00 per 12.

**KAISERIN AUGUSTA VICTORIA** (Hybrid Tea)—Pure white; splendid, large buds, and full, double blooms. A sturdy grower, blooming steadily from early spring until late frost. 30c each, \$3.00 per 12.

**KILLARNEY** (Hybrid Tea)—Probably no other rose has ever taken such a prominent place so quickly as Killarney. One of the leading varieties for winter cut flowers. In growth is strong and robust, and as free flowering as any rose we know. In color it is a sparkling, brilliant, imperial pink; the blooms are large, the buds long and pointed, the petals very large and of great substance. 25c each, \$2.50 per 12.

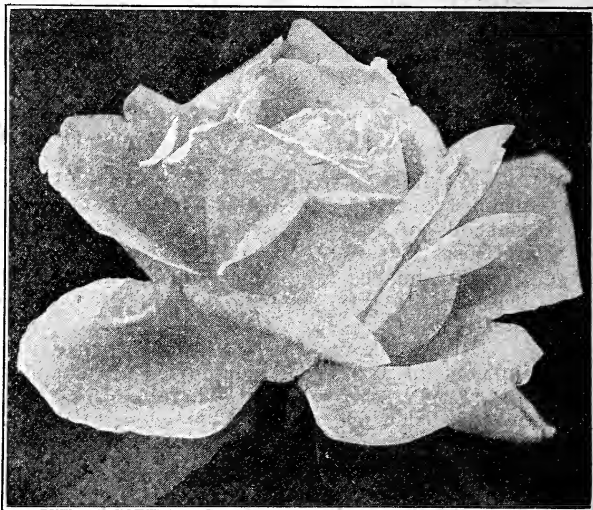
**LA FRANCE** (Hybrid Tea)—Silvery rose, with pink shades and satin-like petals of great beauty. Fragrant blooms from June until frost; hardy with protection. 25c each, \$2.50 per 12.

**METEOR** (Hybrid Tea)—Rich velvet crimson, exceedingly bright and attractive. 25c each, \$2.25 per 12.

### HARDY CLIMBING ROSES

**BALTIMORE BELLE**—White with blush center, very full and double; a rapid grower. 25c each, \$2.25 per 12.

**CRIMSON RAMBLER**—The plant is of very vigorous growth, making shoots of from



### KILLARNEY

eight to ten feet high in a season, and the most desirable climbing variety. Entirely hardy. 25c each, \$2.25 per 12.

**CLIMBING AMERICAN BEAUTY**—Same color, size and fragrance as American Beauty, with the addition of the climbing habit. 50c each, \$5.00 per 12.

**DOROTHY PERKINS**—Large for rose of this class, very double, of a beautiful shell pink, and sweetly scented. 20c each, \$2.00 per 12.

**QUEEN OF PRAIRIE**—Bright rose red, frequently with striped foliage and quite deeply serrated. 20c each, \$2.00 per 12.

### DWARF POLYANTHA OR BABY RAMBLERS

**ANCHEN MUELLER**—Brilliant pink; flowers in profusion, with long petals gracefully curved. Splendid for bedding and dwarf hedges, everblooming and hardy. 25c each, \$2.25 per 12.

**MRS. CUTBUSH**—Bright deep pink, blooms in large clusters throughout the growing season. 25c each, \$2.25 per 12.

**CATHERINE ZEIMET**—Pure, snow-white, double blooms in profuse clusters. A compact, bushy grower of dwarf habit; everblooming and hardy. 25c each, \$2.25 per 12.

### TREE ROSES

The tree roses are grafted on hardy rose stalks four or five feet high, are tree shaped, and when in full bloom are objects of beauty, making handsome plants for the lawn or rose border. In this shape we offer only the Hybrid Perpetual or hardy class. We have them in white, the different shades of pink, red and crimson. Fine strong trees that will bloom nicely the first year. 70c each, \$7.50 per 12.





FEB 9 1917



To the Customers and Patrons of Reilly Brothers Nurseries  
Gentlemen:

You have read in the good old Geography, that Western New York is the world's leading Nursery and orchard country. The new Geographies contain the same facts. Some of them show pictures of the great Nursery interests around Dansville. We have gained supremacy in growing Nursery stock here and three reasons for our success are the soil and climate, together with the long experience of men at the business. The soil is deep, mellow strong and rich. It throws up trees of close texture, firmness and vitality. Our winters are long and severe, This fact accounts for our trees being hardy and more resistant to disease. No effort is spared to keep our Nurseries free from scale and other pests. Dansville is the only Nursery center of the United States absolutely free from San Jose scale. You can get some idea of the extent of the Nurseries here from the fact that several hundred car loads of Nursery stock leave here every year, for both the East and West.

Our Nurseries are centrally located in this great Nursery belt. Our progress has been steadily upward since 1890. We are one of the largest growers in the Genesee Valley. We have recently bought the good will, mailing list, packing plant and grounds of the REILLY BROTHERS, to whom we had sold thousands of dollars worth of trees. We were creditors to some extent of the REILLY BROTHERS (John H. Reilly and T. P. Reilly) when they went into bankruptcy. We hope, as successors of the REILLY BROTHERS, because of our high quality trees, better shipping facilities, efficient business management and prompt service, to hold your patronage permanently.

In ordering of us, you buy hardy, healthy, Dansville grown trees handled by men who are vitally interested in your success, because their financial interest, in the long run, is in serving you well, who have the right soil to work with, who have had the experience of nearly half a century to guide them, who have nearly one million trees under their care, who will handle your order carefully, send you choice stock, and guarantee you a square deal.

Our trees are sold under this iron clad guarantee:

FIRST. We guarantee our trees to reach you in a live, thrifty condition and to be free from all plant diseases.

SECOND. Should any tree not prove true to name as represented by us, we will make good the buyer's loss by reason thereof at any time within ten years of date of purchase. In event we cannot agree, we shall each appoint one arbiter, who shall choose the third, and the award of the majority shall be binding upon both parties.

This means protection to you and insurance against loss, for it is backed by a firm with a capital of \$30,000.00.

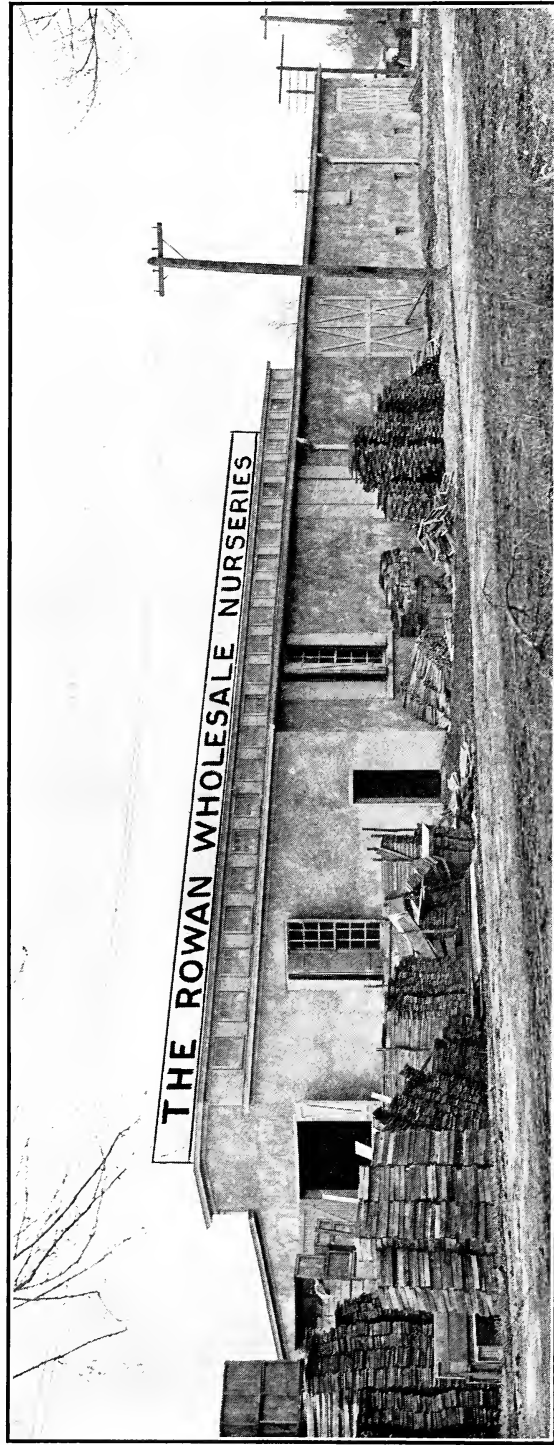
The catalogue which we are sending you describes briefly the varieties which we offer and quotes you our low and wholesale prices. For your convenience, we are enclosing order blank and return envelope with the catalogue. Mail your order to us early and take advantage of our special 6% discount.

Very truly yours,

THE ROWAN WHOLESALE NURSERIES, INC.

James A. Rowan, President.

## PROFIT BY OUR YEARS OF PROGRESS



Packing House of the Rowan Wholesale Nurseries, Inc.

ONE of the largest brick tile packing houses for Nursery Stock in the State. All trees are handled and packed inside, protected from sun and wind—ample room for large freight shipments—special facilities for express shipments—large, experienced force of permanent employees to handle rush orders—all orders shipped on time.



**THE ROWAN WHOLESALE NURSERIES Inc.**

Successors to Reilly Brothers

DANSVILLE, N. Y.

*An apple orchard well cared for is like paid up insurance*

Plant ROWAN Trees for Profit



We can supply the best Genesee Valley Trees, all our own growing

A Large Lot of one and Two-year Apple Trees—limited number of Bearing Size.  
See Special Offers on Cherries.